

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 12, 1987

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	BILL COSBY SHOW	20.5	17,920	1	FAMILY TIES	14.3	32,500
2	FAMILY TIES	20.4	17,830	2	BILL COSBY SHOW	14.2	32,230
3	GROWING PAINS	16.9	14,770	3	GROWING PAINS	11.2	25,330
3	MURDER, SHE WROTE#	16.9	14,770	4	WHO'S THE BOSS?	10.6	23,970
5	CHEERS	16.6	14,510	5	VALERIE	10.5	23,910
6	WHO'S THE BOSS?	15.9	13,900	6	MOONLIGHTING	9.8	22,270
7	60 MINUTES	15.8	13,810	7	CHEERS	9.7	22,080
8	MOONLIGHTING	15.1	13,200	8	MURDER, SHE WROTE#	9.7	22,060
9	EQUALIZER	15.0	13,110	9	DESIGNING WOMEN	9.7	21,940
9	NBC MONDAY NIGHT MOVIES	15.0	13,110	10	SPENSER: FOR HIRE#	9.5	21,630
11	MATLOCK	14.9	13,020	11	ALF	9.5	21,600
11	VALERIE	14.9	13,020	12	EQUALIZER	9.5	21,590
13	DESIGNING WOMEN	14.7	12,850	13	NBC MONDAY NIGHT MOVIES	9.3	21,140
14	ALF	14.0	12,240	14	NEWHART	9.3	21,040
14	NEWHART	14.0	12,240	15	MIAMI VICE#	9.0	20,530

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	16.5	15,030
2	FAMILY TIES	16.0	14,560
3	MURDER, SHE WROTE#	13.7	12,460
4	MATLOCK	12.9	11,690
5	NBC MONDAY NIGHT MOVIES	12.8	11,590
6	GROWING PAINS	12.3	11,150
7	CHEERS	12.2	11,080
8	SPENSER: FOR HIRE#	12.0	10,940
9	WHO'S THE BOSS?	11.9	10,820
10	DESIGNING WOMEN	11.8	10,690
11	VALERIE	11.7	10,660
12	MOONLIGHTING	11.5	10,410
13	60 MINUTES	11.4	10,400
14	NEWHART	11.0	9,980
15	CBS SUNDAY MOVIE	10.7	9,750

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	10.9	8,950
2	MIAMI VICE#	10.1	8,250
3	BILL COSBY SHOW	10.0	8,160
4	MURDER, SHE WROTE#	9.9	8,120
5	FAMILY TIES	9.6	7,900
6	SPENSER: FOR HIRE#	9.1	7,500
7	EQUALIZER	8.9	7,270
8	NBC SUNDAY NIGHT MOVIE	8.8	7,240
9	CRIME STORY#	8.6	7,080
10	NEWHART	8.5	6,950
11	MOONLIGHTING	8.4	6,900
12	MATLOCK	8.4	6,860
13	DESIGNING WOMEN	8.3	6,770
14	GROWING PAINS	8.1	6,610
15	WHO'S THE BOSS?	7.9	6,480

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 12, 1987

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	16.3	9,370
2	BILL COSBY SHOW	16.0	9,200
3	GROWING PAINS	14.4	8,250
4	WHO'S THE BOSS?	13.3	7,660
5	MOONLIGHTING	13.2	7,590
6	VALERIE	12.7	7,270
7	SPENSER: FOR HIRE#	12.5	7,200
8	DESIGNING WOMEN	12.2	7,020
9	CHEERS	12.1	6,920
10	NBC MONDAY NIGHT MOVIES	11.4	6,570
11	NEWHART	10.5	6,050
12	ALF	10.2	5,870
13	DAYS & NIGHTS-MOLLY DODD	10.2	5,830
14	HEAD OF THE CLASS	9.7	5,590
15	L.A. LAW	9.5	5,430

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE#	26.9	7,490
2	MATLOCK	22.6	6,290
3	60 MINUTES	20.0	5,590
4	BILL COSBY SHOW	17.9	4,980
5	GOLDEN GIRLS	16.9	4,700
6	CBS SUNDAY MOVIE	16.0	4,450
7	NBC MONDAY NIGHT MOVIES	15.3	4,260
8	20/20	15.1	4,220
9	FAMILY TIES	14.7	4,100
10	GOOD MORNING, MISS BLISS(S)	14.5	4,050
11	AMEN	13.3	3,700
12	KATE & ALLIE	13.1	3,640
13	EQUALIZER	12.9	3,590
14	NBC NIGHTLY NEWS	12.7	3,530
15	HUNTER	12.6	3,510
16	ABC WORLD NEWS TONIGHT	12.3	3,430

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MOONLIGHTING	10.2	5,700
2	MIAMI VICE#	9.9	5,550
3	SPENSER: FOR HIRE#	9.6	5,330
4	NBC SUNDAY NIGHT MOVIE	9.2	5,110
5	FAMILY TIES	8.7	4,840
6	GROWING PAINS	8.6	4,810
7	BILL COSBY SHOW	8.4	4,700
8	DESIGNING WOMEN	8.4	4,690
9	NEWHART	8.2	4,590
10	VALERIE	8.1	4,530
11	WHO'S THE BOSS?	8.1	4,530
12	EQUALIZER	8.0	4,470
13	ALF	7.6	4,240
14	ABC SUNDAY NIGHT MOVIE	7.3	4,080
15	WIMBLEDON UPDATE-TUE(S)	7.2	4,010
16	CRIME STORY#	7.0	3,930

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE#	23.3	4,900
2	60 MINUTES	19.6	4,120
3	MATLOCK	17.2	3,610
4	BILL COSBY SHOW	15.7	3,300
5	FAMILY TIES	13.8	2,890
6	20/20	13.3	2,790
7	HUNTER	12.9	2,700
8	CBS SUNDAY MOVIE	12.6	2,650
9	ABC MONDAY NIGHT BASEBALL	12.6	2,640
10	MOVIE OF THE WEEK-TUESDAY	12.3	2,580
11	NBC NIGHTLY NEWS	11.7	2,460
12	STAR SPANGLED CELEBRATION(S)	11.4	2,390
13	L.A. LAW	11.3	2,380
14	EQUALIZER	11.3	2,370
15	ABC WORLD NEWS TONIGHT	11.1	2,330
16	GOLDEN GIRLS	11.1	2,330

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
																		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1987 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
CBS EVENING NEWS-SUNDAY					23	179	179		A	6.4	15	559	1474	757	200	790	121	207	308	405	423	625	205	244	253	204	342	37	20	22	22
SUN. 6.00P 30 CBS N						87	88		B	7.5	15	656																			
CBS SAT. NEWS-SCHIEFFER					28	172	173		A	5.7	16	498	1359	648	156	665	93	200	257	314	408	564	162	245	163	217	319	72	49	58	44
SAT. 6.30P 30 CBS N						90	90		B	7.4	16	647																			
CBS SATURDAY MOVIE					31	204	206		A	4.1	10	358	1226	593	278	661	162	276	269	302	341	522	162	291	240	262	185	15	LT	28	14
SAT. 8.00P 120 CBS FF						99	99		B	10.0	18	874																			
8.00 - 8.30									A	4.0	10	350	1140	586	226	589	111	246	283	298	306	514	191	326	257	245	143	LT	LT	37	26
8.30 - 9.00									A	4.1	10	358	1246	632	293	682	145	293	299	344	333	522	156	302	260	288	162	LT	LT	42	26
9.00 - 9.30									A	4.1	10	358	1131	536	310	640	195	263	236	252	335	491	119	237	229	257	204	LT	LT	42	26
9.30 - 10.00									A	4.3	10	376	1309	593	277	694	186	282	242	284	373	534	167	279	208	258	217	54	LT	27	LT
CBS SUNDAY MOVIE					26	208	209		A	13.1	24	1145	1541	775	346	852	167	384	427	467	388	544	140	269	285	264	231	61	28	84	36
1 SUN. 8.00P 180 CBS FF						98	99		B	17.6	29	1538																			
2 SUN. 9.00P 120																															
8.00 - 8.30									A	10.8	22	944	1322	663	292	790	111	295	345	459	412	516	72	214	253	282	230	16	16	LT	LT
8.30 - 9.00									A	10.2	20	891	1384	699	367	871	173	392	453	494	385	476	77	197	223	250	211	37	17	LT	LT
9.00 - 9.30									A	12.8	24	1119	1611	772	358	835	160	358	400	444	403	577	153	269	285	269	261	61	31	138	64
9.30 - 10.00									A	13.7	25	1197	1586	794	360	855	171	390	433	460	387	563	150	282	295	273	243	61	29	107	49
10.00 - 10.30									A	14.3	26	1250	1566	810	344	866	169	398	443	478	385	548	160	297	307	260	218	68	30	84	32
10.30 - 11.00									A	14.2	26	1241	1550	802	341	861	178	407	445	476	375	533	153	279	286	253	218	82	35	74	31
CBS THURSDAY MOVIE					2	203	203		A	10.0	19	874	1842	681	296	764	278	527	496	370	187	543	187	394	387	295	118	309	192	226	178

THU.	9.00P	120	CBS FF	95	98	B	10.0	19	874																				
9.00 - 9.30						A	8.5	16	743	1801	665	311	790	270	495	479	365	254	546	196	358	322	261	161A	239	118A	226	167A	
9.30 - 10.00						A	9.9	18	865	1912	658	284	736	270	511	492	352	179	543	186	390	387	296	118A	358	203	275	214	
10.00 - 10.30						A	10.8	19	944	1868	711	277	776	286	546	508	383	167	544	184	411	422	311	101A	300	215	248	196	
10.30 - 11.00						A	10.7	20	935	1788	700	317	763	282	547	506	385	166	543	186	407	406	309	105A	325	219	157	139A	
CBS TUESDAY MOVIE				29	199	205	A	10.3	18	900	1739	686	336	783	336	553	476	353	178	565	282	435	332	205	118A	238	148A	153A	111A
TUE.	9.00P	120	CBS FF	94	98	B	14.5	23	1267																				
9.00 - 9.30						A	9.2	16	804	1781	700	310	800	317	529	486	362	210	563	257	405	313	210	139A	233	180	185	144A	
9.30 - 10.00						A	10.1	17	883	1658	634	305	728	288	495	436	343	183	550	247	406	342	210	132A	226	155A	154	119A	
10.00 - 10.30						A	11.1	20	970	1734	713	363	794	347	576	504	360	165	541	274	425	322	198	104A	243	134A	156	107A	
10.30 - 11.00						A	11.0	20	961	1740	678	350	780	373	585	468	334	152	595	340	489	343	193	97A	245	129A	120A	83A	
CHEERS				34	207	208	A	16.6	32	1451	1522	735	275	763	273	477	441	347	227	431	143	265	263	192	157	131	93A	197	149
THU.	9.00P	30	NBC CS	99	99	B	25.7	40	2246																				
CRIME STORY				13	202		A	10.4	23	909	1552	535	191A	593	73v	252A	311	390	254A	779	246A	431	456	443	250A	86A	42v	94A	76v
1 FRI.	10.00P	60	NBC OP	97		B	13.3	24	1162																				
10.00 - 10.30						A	10.4	22	909	1579	560	205A	605	73v	266A	315	406	261A	789	252A	446	469	432	233A	104A	65v	101A	83A	
10.30 - 11.00						A	10.3	23	900	1528	514	177A	584	72v	237A	305A	374	253A	791	244A	420	451	456	264A	63v	19v	90A	68v	
DALLAS				31	204	207	A	5.5	12	481	1530	795	251A	860	175A	373	437	462	386	487	159A	231A	222A	182A	213A	69v	31v	114A	81A
FRI.	9.00P	60	CBS GD	96	98	B	18.8	31	1643																				
9.00 - 9.30						A	5.1	11	446	1498	793	252A	847	156A	351	431	453	393	496	163A	245A	240A	181A	207A	57v	30v	98A	74v	
9.30 - 10.00						A	5.9	12	516	1527	787	241A	861	187A	386	437	461	379	473	157A	218A	203A	177A	213A	74A	30v	119A	80A	
DAYS & NIGHTS-MOLLY DODD				7	203	204	A	13.2	24	1154	1504	789	322	836	304	506	462	373	267	416	127	242	247	191	153	123A	89A	129	75A
THU.	9.30P	30	NBC CS	98	99	B	15.4	27	1346																				
DESIGNING WOMEN				14	204	209	A	14.7	25	1285	1707	719	347	831	319	546	500	391	225	526	221	364	296	233	114	178	108A	172	139
MON.	9.30P	30	CBS CS	97	99	B	15.0	24	1311																				



PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																								
DISNEY SUNDAY MOVIE 34 213																								
2	SUN.	7.00P	60	ABC	FF		99		A 8.3 18 725	1764	514 250A	663 224A	459 370A	369A185A	513 112A	382 382	389 131A	130A 27V	458 312A					
		7.00 - 7.30							B 12.2 19 1066															
		7.30 - 8.00							A 7.9 17 690	1735	531 257A	683 222A	449 380A	390A198A	505 103V	372A372A	385A133A	124A 27V	423 301A					
									A 8.8 18 769	1757	492 241A	634 221A	458 351A	343A176A	511 121A	388 388	383 123A	131A 27V	481 316A					
EQUALIZER 26 209 209																								
	WED.	10.00P	60	CBS	PD	99	99		A 15.0 28 1311	1647	630 262	690 169	390 405	368 275	555 168	341 321	288 181	170 65A	232 172					
		10.00 - 10.30							B 15.2 26 1328															
		10.30 - 11.00							A 14.7 26 1285	1637	620 261	679 163	381 401	365 270	552 177	334 319	280 176	163 63A	243 181					
									A 15.4 29 1346	1637	630 260	689 174	393 405	363 273	553 160	345 321	293 185	176 66A	219 162					
FACTS OF LIFE 3 201																								
1	WED.	9.00P	30	NBC	CS	97			A 10.5 19 918	1574	670 243A	795 326	479 388	272A294A	398 156A	246A247A	164A115A	142A109A	239A 188A					
									B 11.6 21 1014															
FACTS OF LIFE 1 208																								
2	SAT.	8.00P	30	NBC	CS	98			A 8.5 20 743	1565	697 196A	792 179A	346A349A	338A413	301A 30V	118A149A	168A152A	230A124A	242A 197A					
									B 8.5 20 743															
FAMILY TIES 34 215 214																								
	THU.	8.30P	30	NBC	CS	99	99		A 20.4 39 1783	1823	758 308	816 306	525 480	366 229	443 140	272 239	204 162	200 134	364 269					
									B 31.0 48 2709															
GOLDEN GIRLS 35 205 207																								
	SAT.	9.00P	30	NBC	CS	98	98		A 12.7 30 1110	1665	824 298	853 170	385 413	396 423	500 110A	265 243	253 210	103A 32V	209 161					
									B 22.3 39 1949															
GOOD MORNING, MISS BLISS(S) 207																								
2	SAT.	8.30P	30	NBC	CS	98			A 11.1 25 970	1660	710 195A	812 174A	370 372	351 417	330 58V	147A133A	166A166A	218A100A	300 232A					
GROWING PAINS 32 213 211																								
									A 16.9 30 1477	1715	670 315	757 357	559 443	334 139	448 220	326 289	185 76A	250 170	260 176					
TUE. 8.30P 30 ABC CS 99 99																								
B 21.7 33 1897																								
HARD COPY 5 203																								
1	FRI.	10.00P	60	CBS	PD	96			A 7.4 16 647	1635	671 238A	767 146A	290A357A	376A387A	683 230A	358A241A	283A282A	123A 15V	62V 24V					
		10.00 - 10.30							B 7.5 15 656															
		10.30 - 11.00							A 6.8 15 594	1638	690 224A	776 134A	267A350A	383A408A	688 240A	361A229A	272A288A	120A 14V	54V 14V					
									A 8.0 18 699	1619	651 245A	756 155A	306A361A	370A367A	674 222A	353A245A	286A277A	122A 15V	67V 30V					
HEAD OF THE CLASS 32 209 206																								
	WED.	8.30P	30	ABC	CS	99	99		A 12.0 23 1049	1774	672 337	768 303	532 477	341 192	479 210	357 305	213 110A	229 116A	298 255					
									B 15.9 26 1390															
HEART OF THE CITY 4 199																								
1	THU.	9.00P	60	ABC	OP	96			A 6.7 13 586	1548	722 351A	809 152A	279A398A	372A397A	692 108V	334A410A	409A282A	LT LT	47V LT					
		9.00 - 9.30							B 7.1 13 621															
		9.30 - 10.00							A 6.0 12 524	1534	715 350A	812 143A	270A396A	370A416A	666 92V	296A368A	407A298A	LT LT	56V LT					
									A 7.4 14 647	1549	722 346A	801 155A	282A397A	374A379A	708 120A	364A442	410A266A	LT LT	40V LT					
HIGHWAY TO HEAVEN 33 212 211																								
	WED.	8.00P	60	NBC	GD	99	99		A 9.4 18 822	1679	748 271	820 247	407 389	304 370	496 160A	284 228	193 192	144A 84A	219 137A					
		8.00 - 8.30							B 15.8 26 1381															
		8.30 - 9.00							A 9.2 19 804	1648	742 274	816 241	396 384	301 374	490 147A	270 224	191 198	132A 68A	210 123A					
									A 9.6 18 839	1700	749 266	819 250	411 389	306 365	500 172	294 229	192 186	154A 99A	227 147A					
HOTEL 25 211 209																								
	WED.	10.00P	60	ABC	GD	99	99		A 8.8 16 769	1499	722 429	844 348	591 510	344 217	417 138A	237 198	186 161A	107A 65A	131A 83A					
		10.00 - 10.30							B 13.6 24 1189															
		10.30 - 11.00							A 8.9 16 778	1501	716 450	832 359	593 502	327 205	427 138A	237 198	189 169A	98A 65A	144A 81A					
									A 8.7 16 760	1487	725 403	852 337	586 514	361 230	402 137A	234 200	183A148A	115A 64A	118A 84A					
HUNTER 31 200 197																								
	SAT.	10.00P	60	NBC	OP	98	96		A 11.2 26 979	1531	713 293	747 144A	343 373	413 360	542 61A	219 236	331 276	122A 57A	120A 84A					
		10.00 - 10.30							B 15.5 29 1355															
		10.30 - 11.00							A 10.4 24 909	1529	724 301	757 150A	349 369	415 368	540 61A	211 231	320 279	103A 43A	129A 91A					
									A 11.9 28 1040	1535	704 284	740 138	339 379	416 352	543 59A	225 239	341 275	139 68A	113A 78A					

[illegible]

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
EVENING CONT'D																																					
MOVIE OF THE WEEK--CONT'D																																					
9.00 - 9.30															A	11.9	21	1040	1582	669	295	727	148	307	374	367	353	584	109	256	285	304	261	74	19	197	104
9.30 - 10.00															A	11.7	20	1023	1502	651	309	710	138	324	384	384	326	568	84	230	282	326	254	67	22	157	81
10.00 - 10.30															A	12.1	21	1058	1634	686	334	755	164	373	440	428	302	595	132	284	292	330	234	105	33	179	106
10.30 - 11.00															A	12.4	23	1084	1596	684	317	749	163	383	454	431	284	594	133	297	292	332	231	113	37	140	76
11.00 - 11.30															A	12.7	25	1110	1556	657	318	705	92	276	374	405	331	708	161	394	328	375	266	73	19	70	31
MURDER, SHE WROTE															A	16.9	33	1477	1494	807	259	844	79	275	336	456	508	550	111	163	171	242	331	42	8	58	44
2 SUN. 8.00P 60 CBS SM															B	23.4	36	2045																			
8.00 - 8.30															A	16.4	33	1433	1468	791	246	829	76	258	318	446	511	557	118	165	163	239	338	33	8	49	38
8.30 - 9.00															A	17.3	33	1512	1522	824	272	860	82	291	353	465	507	547	105	160	180	245	329	52	8	63	51
MY SISTER SAM															A	11.4	21	996	1603	739	311	879	291	451	458	389	334	482	183	280	257	208	145	93	93	149	126
MON. 8.30P 30 CBS C5															B	15.7	24	1372																			
NBC MAJOR LGE PRE GM FRI(S)															A	6.4	16	559	1433	583	150	602	124	182	195	185	353	625	171	224	222	267	308	136	38	70	14
2 FRI. 8.00P 15 NBC SC																																					
NBC MAJOR LGE BSBL GM FRI(S)															A	7.3	16	638	1608	504	159	537	111	183	196	217	294	775	214	338	354	364	345	198	89	98	59
2 FRI. 8.15P 187 NBC SE																																					
8.00 - 8.30															A	5.0	12	437	1286	477	137	543	118	149	163	167	315	570	147	197	239	230	276	107	28	66	30
8.30 - 9.00															A	5.5	13	481	1534	498	106	546	89	146	162	206	336	758	227	310	284	296	371	149	54	81	52
9.00 - 9.30															A	7.2	16	629	1693	524	131	546	66	161	193	227	314	830	227	339	358	408	381	235	122	82	50
9.30 - 10.00															A	7.8	17	682	1685	526	144	542	89	156	192	227	305	870	251	364	369	386	403	230	102	43	23
10.00 - 10.30															A	8.0	16	699	1574	471	167	502	129	194	185	213	258	803	236	357	378	357	346	191	93	78	59
10.30 - 11.00															A	8.4	17	734	1575	495	195	525	134	200	202	222	276	745	183	322	364	395	327	187	98	118	81
11.00 - 11.30															A	8.2	17	717	1749	549	216	589	161	271	262	229	287	733	198	404	400	381	280	223	83	204	89
NBC MONDAY NIGHT MOVIES															A	15.0	26	1311	1613	803	357	883	259	501	497	423	324	438	126	265	242	221	154	109	51	183	91
MON. 9.00P 120 NBC FF															B	17.9	28	1564																			
9.00 - 9.30															A	14.5	25	1267	1643	782	380	876	281	534	508	401	296	466	141	299	258	237	147	99	45	202	108
9.30 - 10.00															A	14.3	24	1250	1569	810	352	891	247	486	499	432	334	425	119	252	233	224	147	95	48	158	64
10.00 - 10.30															A	15.3	27	1337	1595	805	346	877	241	483	494	437	332	404	114	236	225	202	145	120	58	194	103
10.30 - 11.00															A	16.0	29	1398	1615	812	349	877	262	493	481	415	333	447	126	265	252	219	166	117	52	174	87
NBC NEWS-SPECIAL(S)															A	6.7	12	586	1275	626	294	722	133	379	393	430	278	437	168	264	240	212	147	88	51	28	28
1 WED. 10.00P 60 NBC N																																					
10.00 - 10.30															A	6.7	12	586	1305	641	308	723	146	384	382	406	288	427	180	266	248	186	136	123	101	32	32
10.30 - 11.00															A	6.7	12	586	1227	608	271	715	117	370	401	452	267	440	149	253	225	235	162	52	LT	20	20
NBC NIGHTLY NEWS-SAT.															A	6.7	19	586	1382	631	235	686	61	180	219	273	457	598	172	291	262	161	307	75	LT	23	LT
SAT. 6.30P 30 NBC N															B	8.9	19	778																			
NBC NIGHTLY NEWS-SUN															A	7.6	18	664	1592	741	239	804	222	342	263	249	432	656	290	349	331	124	294	59	28	73	73
SUN. 6.30P 30 NBC N															B	7.7	15	673																			
NBC NIGHTLY NEWS															A	10.1	22	883	1524	683	215	751	148	282	314	308	400	622	174	300	285	260	279	48	11	103	60
M-F 6.30P 30 NBC N															B	11.6	22	1014																			
NBC SUNDAY NIGHT MOVIE															A	12.0	22	1049	1857	720	324	819	296	479	474	397	256	689	280	486	409	340	169	155	67	194	137
SUN. 9.00P 120 NBC FF															B	17.3	28	1512																			
9.00 - 9.30															A	11.1	21	970	1956	729	301	839	283	494	491	419	255	683	286	503	410	336	147	184	87	250	168
9.30 - 10.00															A	11.6	21	1014	1810	724	299	825	275	460	460	406	280	659	269	467	397	317	165	164	71	162	124
10.00 - 10.30															A	12.4	22	1084	1822	702	332	798	306	474	465	375	246	714	290	488	419	352	180	137	59	173	136
10.30 - 11.00															A	12.8	23	1119	1853	727	353	815	311	486	482	393	244	702	276	487	406	354	183	138	56	198	126



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 8-11			
EVENING CONT'D																																					
NEW HART																																					
MON. 9.00P 30 CBS CS 33 206 209 A 14.0 24 1224 1719 712 310 816 288 495 466 391 254 569 245 377 330 242 137 145 92^ 189 158																																					
NEWSBREAK-M-F																																					
MWF 9.58P 1 CBS N 181 154 153 A 6.5 12 568 1732 686 339 798 258 476 458 396 256 544 210 362 326 232 147 217 136 173 128																																					
1 TUE. 9.51P 1																																					
1 THU. 10.00P 2																																					
2 TUE. 10.00P 1																																					
2 THU. 9.57P 1																																					
NEWSBREAK-SAT.																																					
1 SAT. 9.57P 2 CBS N 37 167 166 A 2.8 7 245 1106 580 188^ 592 40^ 134^ 212^ 266^ 380^ 489^ 49^ 216^ 265^ 302^ 224^ LT LT 25^ LT																																					
2 SAT. 9.58P 1																																					
NEWSBREAK-SUN.																																					
1 SUN. 9.58P 2 CBS N 37 167 167 A 8.1 15 708 1548 754 377 828 131^ 365 416 475 381 522 132^ 262 282 255 232 109^ 38^ 89^ 51^																																					
2 SUN. 9.58P 1																																					
NIGHT COURT																																					
2 WED. 9.00P 30 NBC CS 1 201 A 11.6 22 1014 1397 705 280 705 270^ 468 441 281 237^ 437 180^ 314 314 167^ 123^ 190^ 95^ 65^ 23^																																					
98																																					
NIGHT COURT																																					
1 WED. 9.30P 30 NBC CS 3 203 A 11.0 19 961 1511 680 273^ 764 269^ 452 405 323 267^ 405 143^ 266^ 240^ 185^ 123^ 175^ 123^ 167^ 137^																																					
98																																					
OUR HOUSE																																					
3 205 206 A 7.1 15 621 1686 800 354 900 313 523 433 380 307 445 155^ 275 243 197^ 150^ 168^ 122^ 173^ 144^																																					

SUN.	7.00P	60	NBC	GD	99	99	B 7.5 16 656																																	
	7.00 - 7.30						A 6.9 15 603	1657	785	361	883	283	489	424	375	323	458	154^	279	250	199^	161^	166^	123^	150^	137^														
	7.30 - 8.00						A 7.3 15 638	1694	809	342	911	341	551	439	379	291	425	156^	266	234	188^	135^	167^	119^	191^	150^														
OUR WORLD					31	203	A 5.8 12 507	1416	660	334^	723	129^	375^	422^	443^	252^	628	200^	427^	399^	355^	186^	39^	39^	26^	26^														
1 THU.	8.00P	60	ABC	DN	98		B 6.5 10 568																																	
	8.00 - 8.30						A 5.9 12 516	1386	656	316^	724	121^	382^	436^	435^	245^	585	190^	405^	386^	317^	167^	50^	50^	27^	27^														
	8.30 - 9.00						A 5.7 11 498	1442	664	349^	722	137^	368^	408^	451^	258^	668	208^	444^	412^	391^	205^	28^	28^	24^	24^														
OUR WORLD					1	196	A 6.0 11 524	1321	623	347^	648	181^	245^	340^	296^	308^	581	130^	280^	271^	255^	278^	30^	18^	62^	62^														
2 THU.	9.00P	60	ABC	DN	95		B 6.0 11 524																																	
	9.00 - 9.30						A 5.1 10 446	1383	596^	288^	620^	140^	201^	310^	314^	310^	643	138^	300^	322^	303^	292^	24^	24^	96^	96^														
	9.30 - 10.00						A 6.8 12 594	1276	651	391^	676	213^	281^	366^	285^	310^	536	123^	266^	232^	218^	270^	31^	12^	33^	33^														
PERFECT STRANGERS					35	209	A 11.8 24 1031	1679	667	340	754	300	512	438	341	200	475	201	347	290	213	111^	172	78^	278	253														
WED.	8.00P	30	ABC	CS	97	99	B 15.0 25 1311																																	
RAGS TO RICHES					10	199	A 9.6 19 839	1990	820	413	923	376	593	525	396	229	459	163^	286	277	233	113^	236	186	372	210														
SUN.	8.00P	60	NBC	CS	99	99	B 12.8 22 1119																																	
	8.00 - 8.30						A 9.1 18 795	1972	824	425	931	381	598	530	400	237	450	152^	270	273	235	114^	211	166^	380	212														
	8.30 - 9.00						A 10.1 20 883	1995	816	402	914	369	587	518	391	224	462	169	297	280	232	109^	254	202	365	211														
ST. ELSEWHERE					25	208	A 10.5 20 918	1618	688	346	802	289^	572	537	382	180^	568	226^	425	340	277^	99^	163^	111^	85^	85^														
2 WED.	10.00P	60	NBC	GD	99		B 13.0 22 1136																																	
	10.00 - 10.30						A 10.3 19 900	1613	667	335	787	281^	577	534	374	176^	553	244^	408	314	240^	103^	165^	115^	108^	108^														
	10.30 - 11.00						A 10.7 20 935	1611	711	357	814	297^	564	538	385	182^	580	211^	443	363	308	93^	156^	105^	61^	61^														
SCARECROW & MRS. KING					8	207	A 7.5 15 656	1587	759	202^	790	200^	371	380	351	389	534	170^	276	234	222	258	110^	45^	153^	95^														
THU.	8.00P	60	CBS	GD	97	99	B 8.7 16 760																																	
	8.00 - 8.30						A 7.0 14 612	1557	759	207^	791	206^	366	369	348	403	517	170^	251	212^	204^	266	100^	44^	149^	94^														
	8.30 - 9.00						A 8.0 15 699	1604	759	197^	786	193^	374	391	353	375	543	170^	298	255	237	245	118^	45^	157^	93^														

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
EVENING CONT'D																																					
60 MINUTES														37	210	210	A 15.8 33 1381	1460	724	275	753	134	269	315	367	404	648	158	270	311	295	299	43^	34^	16v	5v	
SUN. 7.00P 60 CBS DN														99	99	B 21.4 36 1870																					
7.00 - 7.30														A 15.5 33 1355	1453	714	262	741	132	260	294	352	408	652	164	273	314	292	296	46^	37^	14v	7v				
7.30 - 8.00														A 16.0 33 1398	1475	740	288	770	138	279	339	380	404	646	155	268	306	296	303	39^	31^	20v	7v				
SLEDGE HAMMER														5	202	206	A 9.2 22 804	1673	653	284	693	163^	429	425	393	246	542	149^	347	348	308	150^	112^	32v	326	260	
FRI. 8.00P 30 ABC CS														96	98	B 8.7 20 760																					
SPENSER: FOR HIRE														4	210		A 13.5 24 1180	1833	799	387	928	343	611	506	462	258	634	229^	451	369	295	183^	114^	33v	157^	146^	
1 TUE. 10.00P 60 ABC PD														99		B 11.9 21 1040																					
10.00 - 10.30														A 13.1 23 1145	1893	842	395	968	360	659	544	486	248	628	234^	456	392	290	172^	127^	40v	170^	159^				
10.30 - 11.00														A 13.9 26 1215	1769	754	379	886	325	564	469	435	269	640	223^	446	344	300	194^	100^	29v	143^	132^				
SPORTSBREAK-SAT														37	193	193	A 3.5 8 306	1268	723	353^	765	117v	271^	369^	445^	354^	448^	58v	179^	238^	243^	210^	LT	LT	55v	36v	
1 SAT. 9.05P 1 CBS SN														90	90	B 8.4 15 734																					
2 SAT. 8.57P 1																																					
SPORTSBREAK-SUN														37	195	195	A 11.4 22 996	1505	776	308	858	122^	304	370	471	474	551	105^	184	196	267	298	50^	17v	46^	39^	
1 SUN. 8.52P 1 CBS SN														90	90	B 19.6 30 1713																					
2 SUN. 8.28P 1																																					
STAR SPANGLED CELEBRATION(S)														212			A 8.2 21 717	1540	723	286^	790	116^	267^	325^	373^	440	605	142^	233^	217^	236^	332^	28v	14v	117^	69v	
1 SAT. 8.00P 180 ABC GV														99			A 8.0 22 699	1491	731	296^	794	130^	288^	303^	324^	443	627	177^	258^	215^	200^	347^	LT	LT	70v	34v	
8.00 - 8.30																																					
8.30 - 9.00														A 8.5 22 743	1532	703	327^	770	122^	272^	302^	338^	437	621	134^	216^	201^	220^	360^	13v	LT	128^	72v				
9.00 - 9.30														A 7.7 20 673	1743	775	324^	867	109^	311^	374^	413	473	657	143^	237^	237^	270^	364^	19v	LT	200^	123^				
9.30 - 10.00														A 8.1 21 708	1579	724	289^	796	133^	277^	330^	374^	439	679	190^	294^	266^	252^	342^	LT	LT	104^	67v				
10.00 - 10.30														A 8.5 22 743	1489	707	244^	765	99^	242^	344^	391	421	539	129^	210^	197^	215^	290^	68v	50v	117^	74v				
10.30 - 11.00														A 8.5 21 743	1404	692	227^	746	93v	214^	304^	403	428	507	73v	184^	188^	256^	289^	70v	38v	81v	40v				
STARMAN														1	199		A 6.3 12 551	1328	546	149^	626	126v	175^	262^	264^	321^	436^	84v	191^	248^	216^	188^	81v	54v	185^	185^	
2 THU. 8.00P 60 ABC A														98		B 6.3 12 551																					
8.00 - 8.30														A 6.1 12 533	1368	572	154^	662	155^	183^	281^	241^	331^	454^	91v	212^	270^	218^	184^	66v	42v	186^	186^				
8.30 - 9.00														A 6.6 12 577	1267	511	139^	582	96v	164^	238^	279^	307^	410^	76v	168^	225^	210^	185^	94v	65v	181^	181^				
STINGRAY														4	197		A 7.5 18 656	1857	682	404^	807	150^	451	434	422^	297^	708	325^	533	421^	273^	153^	159^	103v	183^	159^	
1 FRI. 8.00P 60 NBC A														95		B 8.2 18 717																					
8.00 - 8.30														A 7.2 18 629	1846	698	392^	823	157^	456	446	417^	305^	716	360^	537	429^	236^	158^	130^	82v	177^	153^				
8.30 - 9.00														A 7.9 18 690	1825	660	410	780	145^	442	416	416	283^	684	286^	522	407	300^	142^	177^	115^	184^	160^				
SUMMER PLAYHOUSE														4	208	207	A 6.6 15 577	1607	714	265	775	146^	293	366	392	386	572	199^	302	189^	214^	254	119^	47v	141^	104^	
FRI. 8.00P 60 CBS FV														99	98	B 7.2 16 629																					
8.00 - 8.30														A 6.6 16 577	1624	730	269	792	160^	308	383	395	388	578	229^	323	164^	195^	245^	108^	43v	146^	112^				
8.30 - 9.00														A 6.5 15 568	1600	707	260	763	138^	280	352	388	384	570	168^	280	214^	235^	269	130^	50v	137^	99^				
SWEET SURRENDER SPECIAL(S)														201			A 11.5 21 1005	1540	696	316	696	279	485	456	282	211^	505	251^	379	291	163^	126^	247^	153^	92^	77^	
2 WED. 9.30P 30 NBC CS														99																							
TRACEY ULLMAN SHOW														1	110		A 2.5 4 219	1484	891^	484^	964^	383^	726^	653^	343^	238v	219v	219v	219v	219v	LT	LT	86v	LT	215v	215v	
2 SUN. 9.30P 30 FOX CS														81		B 2.5 4 219																					
20/20														33	212	212	A 12.3 22 1075	1480	736	279	820	179	328	385	401	392	579	135	295	287	283	259	43^	14v	38^	7v	
THU. 10.00P 60 ABC DN														99	99	B 13.9 23 1215																					
10.00 - 10.30														A 12.2 22 1066	1475	737	256	798	169	314	386	391	381	596	141	301	297	289	267	45^	14v	36^	8v				
10.30 - 11.00														A 12.4 23 1084	1476	736	302	838	186	339	380	410	404	558	124^	285	274	275	251	42^	14v	38^	5v				

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1987 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	START DAY	TIME	DUR	PROG. NET TYPE	WK 1	WK 2		AVG. AUD. SHARE %	AVG AUD %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)						
												TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																													
21	JUMP STREET				1	113	A	4.0	8	350	1374	539	214	602	282	462	402	232	88	289	215	215	198	56	74	198	LT	285	240
2	SUN.	7.00P	120	FOX OP		83	B	4.0	8	350																			
	7.00 - 7.30						A	3.6	8	315	1225	524	203	568	279	482	349	203	86	331	248	248	190	54	83	193	LT	133	85
	7.30 - 8.00						A	4.1	8	358	1277	529	210	582	316	492	333	176	90	294	195	195	172	57	99	200	LT	201	154
	8.00 - 8.30						A	4.0	8	350	1454	546	215	617	248	422	450	274	95	284	216	216	216	68	68	190	LT	363	334
	8.30 - 9.00						A	4.1	8	358	1581	578	238	665	299	480	495	282	84	270	218	218	218	52	52	207	LT	439	374
TWILIGHT ZONE																													
2	FRI.	10.00P	60	CBS SF	1	204	A	6.5	13	568	1680	692	236	783	240	531	558	399	205	591	197	420	392	307	137	128	54	178	161
	10.00 - 10.30					98	B	6.5	13	568																			
	10.30 - 11.00						A	6.2	12	542	1699	700	234	809	241	535	556	411	214	622	207	442	406	320	152	121	55	147	132
							A	6.8	14	594	1645	684	233	756	237	522	558	385	198	556	182	396	375	296	122	130	51	203	185
227	1 SAT.	8.00P	30	NBC CS	4	202	A	7.7	21	673	1768	755	225	782	150	322	355	356	400	662	220	442	291	336	220	125	64	199	146
						98	B	9.5	23	830																			
VALERIE MON.																													
	8.30P	30	NBC CS		13	207	A	14.9	28	1302	1836	760	348	819	355	559	508	345	213	497	170	348	315	268	125	166	79	354	231
						99	B	15.6	26	1363																			
WEBSTER																													
2	SAT.	8.00P	30	ABC CS	4	206	A	5.9	14	516	1397	441	165	559	77	156	204	251	328	386	75	170	170	167	216	73	41	379	257
						98	B	6.2	15	542																			
WEREWOLF																													
2	SAT.	8.00P	112	FOX SM	1	112	A	6.5	15	568	1729	626	447	666	261	555	470	381	111	666	190	436	439	427	146	161	66	236	93
	8.00 - 8.30					81	B	6.5	15	568																			
							A	6.3	15	551	1691	648	490	682	289	538	438	350	144	629	159	365	412	398	144	152	63	228	79
	8.30 - 9.00						A	6.4	15	559	1716	653	468	688	251	555	452	386	133	628	166	420	432	419	131	140	62	260	92
	9.00 - 9.30						A	6.8	15	594	1687	594	454	631	244	534	464	387	97	666	195	445	437	432	152	161	65	229	96
	9.30 - 10.00						A	6.7	14	586	1790	586	344	641	254	587	532	387	54	729	240	512	471	451	149	199	74	221	112
WEST 57TH																													
	SAT.	10.00P	60	CBS DN	4	205	A	5.0	12	437	1483	739	223	771	206	396	414	359	323	619	246	338	267	238	238	56	48	37	LT
	10.00 - 10.30					96	B	5.4	12	472																			
	10.30 - 11.00						A	4.8	11	420	1581	798	240	822	216	408	457	391	334	650	254	367	287	277	237	56	45	53	LT
							A	5.1	12	446	1404	690	204	726	196	387	378	330	313	603	243	318	258	207	241	54	54	21	LT
WE THE PEOPLE																													
1	MTU	8.58P	1	CBS DO	79	198	A	8.0	15	699	1634	671	277	781	251	433	417	365	304	507	161	306	284	241	180	139	76	207	150
2	TU&TH	8.58P	1			95	B	10.8	17	944																			
WHO'S THE BOSS?																													
	TUE.	8.00P	30	ABC CS	34	213	A	15.9	30	1390	1724	682	308	779	351	551	435	333	169	467	227	325	282	185	97	239	163	239	179
						99	B	20.9	33	1827																			
WIZARD																													
	TUE.	8.00P	60	CBS A	3	201	A	5.8	11	507	1566	522	177	576	160	293	269	325	254	550	173	346	332	258	183	132	10	308	225
	8.00 - 8.30					97	B	5.6	10	489																			
	8.30 - 9.00						A	5.6	11	489	1573	556	184	587	166	301	291	327	253	564	187	349	333	247	187	120	LT	302	215
							A	5.9	10	516	1568	496	170	568	156	287	251	323	252	538	162	350	334	270	179	144	11	318	236
LATE FRINGE																													
ABC NEWS/NIGHTLINE																													
1	TUE.	11.30P	31	ABC N	153	200	A	6.4	18	559	1351	607	220	636	131	308	303	328	304	673	165	334	296	336	313	29	LT	13	13
1	W & F	11.30P	30			98	B	6.0	17	524																			
1	THU.	11.30P	38																										
2	TU&F	11.30P	30																										
2	THU.	11.30P	31																										
	11.30 - 12.00						A	6.5	18	568	1349	605	224	636	130	309	309	328	301	666	159	330	298	334	309	34	LT	13	13
	12.00 - 12.30						A	5.6	18	489	1335	417	188	466	105	161	112	261	305	869	279	437	350	510	357	LT	LT	LT	LT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & WEEKS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG AUD %	AVG SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		(2-11)											
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL M										
LATE FRINGE CONT'D																																					
ABC NEWS:NIGHTLINE-MON.										5	201	202	A	4.0	14	350	1174	446	132^	474	94^	252^	252^	194^	222^	654	129^	337^	297^	354^	307^	31^	LT	15^	15^		
1 MON. 12.56A 30 ABC N										98	98	B	4.4	15	385																						
2 MON. 11.30P 30																																					
ABC NEWS:NIGHTLINE-THU										5	203	203	A	5.8	19	507	1193	586	355^	635	153^	320^	383^	342^	252^	523^	36^	158^	171^	274^	316^	35^	35^	LT	LT		
2 THU. 12.01A 12 ABC N										98	98	B	4.6	17	402																						
ABC WEEKEND REPORT-SAT.										34	144	142	A	2.7	9	236	958	436^	271^	487^	LT	237^	254^	394^	233^	471^	98^	285^	285^	225^	186^	LT	LT	LT	LT		
SAT. 11.30P 15 ABC N										79	78	B	2.5	8	219																						
ABC WEEKEND REPORT-SUN.										36	152	153	A	2.9	11	253	1253	672	170^	687	161^	312^	352^	404^	335^	506^	281^	356^	356^	99^	150^	60^	LT	LT	LT	LT	
SUN. 11.30P 15 ABC N										84	84	B	2.6	9	227																						
CBS LATE NIGHT I										158	181	181	A	4.4	16	385	1244	622	181	654	238	355	379	279	223	405	151^	211	156^	150^	182	120^	47^	65^	65^		
1 MON. 11.30P 65 CBS FF										89	89	B	4.6	17	402																						
1 TU-TH 11.30P 66																																					
2 MON. 11.30P 67																																					
2 TUE. 12.11A 66																																					
2 WED. 12.00M 66																																					
2 THU. 12.03A 66																																					
11.30 - 12.00										A	5.0	15	437	1277	586	205	641	245	358	384	302	208	460	167	249	174	201	202	114^	36^	62^	62^					
12.00 - 12.30										A	4.5	17	393	1277	630	203	558	250	363	364	267	228	402	167^	208	142^	141^	178	138^	61^	79^	79^					
12.30 - 1.00										A	3.8	17	332	1223	645	117^	669	208	356	397	274	229	404	115^	216	208	138^	172^	102^	30^	48^	48^					
1.00 - 1.30										A	3.6	20	315	765	613	70^	619	228^	311^	425^	235^	187^	146^	LT	LT	LT	LT	133^	LT	LT	LT	LT					
CBS LATE NIGHT II																																					
1 MON. 12.35A 50 CBS FF										178	175	176	A	2.6	14	227	1132	629	163^	643	243^	345	405	265^	198^	396	132^	220^	171^	158^	146^	84^	LT	LT	LT		
1 TUE. 12.36A 44										B	3.0	17																									
1 WED. 12.36A 49																																					
1 THU. 12.36A 47																																					
1 FRI. 12.30A 46																																					
2 MON. 12.37A 45																																					
2 TUE. 1.17A 47																																					
2 WED. 1.06A 44																																					
2 THU. 1.09A 45																																					
2 FRI. 12.30A 53																																					
12.30 - 1.00										A	2.7	13	236	1288	636	220^	665	237^	359	423	287^	208^	454	165^	276^	213^	200^	152^	148^	30^	21^	21^					
1.00 - 1.30										A	2.6	15	227	1070	625	131^	630	238^	353	370	264^	203^	384	142^	229^	162^	145^	124^	56^	LT	LT	LT	LT				
1.30 - 2.00										A	2.5	19	219	776	562^	124^	562^	256^	256^	416^	160^	146^	214^	LT	LT	45^	45^	169^	LT	LT	LT	LT					
CBS NEWS NIGHTWATCH-1										172	47	56	A	1.0	9	87	310^	LT	116^	150^	115^	115^	115^	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
1 M-THSU 2.00A 30 CBS N										42	52	B	1.1	11	96																						
2 M & SU 2.00A 30																																					
CBS NEWS NIGHTWATCH-2										183	69	68	A	1.3	15	114	289^	105^	70^	140^	79^	79^	88^	61^	LT	149^	53^	62^	88^	96^	61^	LT	LT	LT	LT		
1 M-THSU 2.30A 30 CBS N										65	62	B	1.4	17	122																						
2 M&SU 2.30A 30																																					
2 TUE. 2.41A 19																																					
2 THU. 2.33A 27																																					
CBS NEWS NIGHTWATCH-3										184	99	100	A	1.1	19	96	302^	114^	LT	114^	LT	LT	LT	73^	73^	177^	52^	94^	104^	115^	73^	LT	LT	LT	LT		
M-THSU 3.00A 180 CBS N										80	81	B	1.2	21	105																						
3.00 - 3.30										A	1.4	20	122	344^	123^	66^	123^	LT	57^	57^	123^	66^	188^	LT	82^	115^	172^	73^	LT	LT	LT	LT					
3.30 - 4.00										A	1.3	21	114	281^	132^	80^	132^	LT	53^	53^	132^	79^	149^	LT	88^	88^	131^	61^	LT	LT	LT	LT					
4.00 - 4.30										A	1.1	19	96	292^	LT	LT	LT	LT	LT	LT	LT	LT	260^	104^	187^	187^	156^	73^	LT	LT	LT	LT					
CONT'D																																					

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
															TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11											
																	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+														
LATE FRINGE CONT'D																																								
CBS NEWS NIGHTWATCH-CONT'D																																								
4.30 - 5.00															A	1.0	19	87	172v	LT	LT	LT	LT	LT	LT	172v	115v	115v	115v	57v	57v	LT	LT	LT	LT	LT	LT	LT		
5.00 - 5.30															A	.9	18	79	203v	89v	LT	LT	LT	LT	89v	114v	64v	64v	64v	LT	LT	LT	LT	LT	LT	LT	LT	LT		
5.30 - 6.00															A	.9	18	79	354v	291v	76v	291v	LT	LT	76v	76v	215v	63v	LT	LT	LT	LT	63v	LT	LT	LT	LT	LT	LT	
CBS NEWS SPEC.(S)															188	A	5.0	14	437	1204	643	263v	661	229v	344v	374v	234v	268v	476v	143v	336v	256v	231v	140v	LT	LT	67v	67v		
2 TUE. 11.30P 41 CBS N															94																									
11.30 - 12.00															A	5.2	14	454	1242	648	280v	648	229v	323v	377v	220v	271v	506v	162v	378v	273v	247v	128v	LT	LT	88v	88v			
12.00 - 12.30															A	4.6	15	402	1050	602v	204v	677v	224v	391v	353v	256v	249v	373v	69v	196v	196v	185v	177v	LT	LT	LT	LT			
CBS NEWS SPEC RPT(S)															205	A	6.7	19	586	1418	695	316v	724	145v	298v	389v	332v	335v	479	86v	310v	353v	319v	126v	78v	78v	137v	137v		
2 WED. 11.30P 30 CBS N															98																									
CBS NEWS SPEC RPT.(S)															207	A	5.9	16	516	1225	669	361v	700	163v	345v	385v	324v	315v	469v	81v	327v	327v	303v	142v	56v	56v	LT	LT		
2 THU. 11.30P 33 CBS N															98																									
CBS SUNDAY NEWS-OSGOOD															35	A	4.1	9	358	1517	745	379v	810	166v	365v	411	425	386v	637	178v	349v	356v	328v	247v	70v	48v	LT	LT		
SUN. 11.00P 15 CBS N															61	B	4.6	10	402																					
DAVID LETTERMAN I															147	A	4.3	20	376	1388	433	319	540	245	404	362	223	130v	466	242	402	262	193	60v	223	114v	159v	69v		
1 MTUWF 12.45A 30 NBC GV															99	B	4.2	20	367																					
2 MTUWF 12.30A 30																																								
2 TUE. 12.37A 30																																								
2 FRI. 12.54A 30																																								
DAVID LETTERMAN II															147	A	3.3	20	288	1222	340	267	451	243	375	330	183v	72v	455	293	406	208v	141v	49v	215v	101v	101v			
1 MTUWF 1.15A 30 NBC GV															99	B	3.3	20	288																					
2 MTUWF 1.00A 30																																								
2 TUE. 1.07A 30																																								
2 FRI. 1.24A 30																																								
FRIDAY NIGHT VIDEOS															4	A	2.2	17	192	1203	520v	343v	546v	198v	463v	395v	348v	83v	479v	338v	423v	116v	141v	56v	141v	52v	37v	37v		
1 FRI. 1.45A 60 NBC PC															96	B	2.5	18	219																					
2 FRI. 1.54A 60																																								
1.30 - 2.00															A	2.8	19	245	2086	694	412v	743	342v	636	588	401v	107v	959	690	891	328v	269v	68v	236v	90v	148v	148v			
2.00 - 2.30															A	2.3	18	201	1194	587v	407v	612v	219v	532v	432v	393v	80v	477v	347v	423v	76v	130v	54v	105v	LT	LT	LT	LT		
2.30 - 3.00															A	1.7	16	149	342v	181v	148v	181v	LT	121v	121v	181v	60v	47v	LT	LT	LT	47v	47v	114v	114v	LT	LT	LT	LT	
G MICHAELS SPORTS MACHINE															38	A	1.7	5	149	1242	423v	390v	537v	249v	362v	423v	174v	114v	632v	349v	485v	276v	136v	147v	73v	LT	LT	LT	LT	
SUN. 11.30P 15 NBC SC															51	B	2.0	7	175																					
IN PERSON FROM THE PALACE															4	A	2.0	6	175	1411	610v	285v	690v	257v	434v	480v	257v	210v	646v	537v	583v	303v	81v	51v	LT	LT	63v	LT		
FRI. 11.30P 60 CBS GV															76	B	1.7	5	149																					
11.30 - 12.00															A	2.3	7	201	1532	557v	213v	616v	238v	397v	442v	254v	174v	795	680v	726	323v	75v	64v	LT	LT	110v	LT			
12.00 - 12.30															A	1.8	6	157	1127	617v	344v	720v	261v	439v	477v	230v	243v	401v	311v	350v	255v	77v	LT	LT	LT	LT	LT	LT	LT	
MONDAY SPORTSNITE															5	A	1.3	7	114	789v	202v	123v	280v	LT	184v	184v	184v	96v	325v	LT	150v	131v	131v	175v	184v	97v	LT	LT		
1 MON. 1.26A 60 ABC SC															82	B	1.5	7	131																					
2 MON. 12.00M 60																																								
12.00 - 12.30															A	1.8	6	157	1178v	242v	32v	350v	LT	141v	141v	191v	209v	541v	50v	325v	275v	275v	216v	287v	165v	LT	LT			
12.30 - 1.00															A	1.0	5	87	1011v	93v	93v	311v	92v	219v	219v	127v	92v	333v	LT	137v	137v	137v	196v	367v	172v	LT	LT			
1.30 - 2.00															A	1.2	8	105	152v	152v	152v	152v	LT	152v	152v	152v	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
2.00 - 2.30															A	1.1	9	96	573v	250v	250v	250v	LT	250v	250v	250v	LT	323v	LT	LT	LT	LT	323v	LT	LT	LT	LT	LT	LT	LT
SATURDAY NIGHT CONT'D															28	A	7.3	23	638	1376	440	235	522	259	342	285	171v	147v	443	205v	365	315	212v	58v	337	172v	74v	60v		



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
														TOTAL	18-34	WOMEN			MEN					TOTAL	18-34	WOMEN			MEN			TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1987 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+					
WEEKDAY DAYTIME CONT'D																														
ABC WLD NWS-MRN-615-TH(B)						123	A	.9	11	79	570v	443v	114v	443v	LT	LT	LT	127v	443v	127v	127v	127v	LT	LT	LT	LT				
2 THU. 6.15A 15 ABC N						67																								
ABC WLD NWS-MRN-645-TH(B)						165	A	1.8	15	157	592^	363v	147v	363v	LT	255v	363v	363v	LT	229v	127v	127v	229v	102v	LT	LT	LT	LT		
2 THU. 6.45A 15 ABC N						79																								
ABC WLD NWS-MRN-615-FR(B)						123	A	.9	12	79	886v	405v	LT	405v	LT	LT	LT	178v	405v	481v	101v	304v	304v	380v	177v	LT	LT	LT	LT	
2 FRI. 6.15A 15 ABC N						67																								
ABC WLD NWS-MRN-645-FR(B)						165	A	2.0	16	175	1120^	554^	LT	554^	LT	LT	205v	360v	349v	566^	178v	401v	401v	302v	165v	LT	LT	LT	LT	
2 FRI. 6.45A 15 ABC N						79																								
ABC WORLD NEWS-MORN-615A					175	141	141	A	1.0	13	87	1023	379^	115v	379^	80v	92v	126v	161v	253^	564^	70v	391^	426^	390^	138v	LT	LT	80v	80v
1 M-F 6.15A 15 ABC N					83	83		B	1.3	13	114																			
2 MON. 6.15A 15																														
ABC WORLD NEWS-MORN-645A					174	190	189	A	2.0	19	175	1114	536	177^	531	109^	223^	302^	319^	229^	514	68v	331^	348^	298^	166^	LT	LT	63v	46v
1 M-F 6.45A 15 ABC N					96	96		B	2.5	18	219																			
2 MON. 6.30A 15																														
ALL MY CHILDREN-TUE(B)						181	A	4.0	13	350	1797	700^	86v	700^	328^	426^	413^	146v	226^	225^	151v	151v	86v	48v	74v	226^	168v	646^	249^	
2 TUE. 1.00P 16 ABC DD						80																								
ALL MY CHILDREN-WED(B)						178	A	3.8	13	332	1364	581^	19v	581^	220^	299^	316^	193v	213v	241^	199v	199v	LT	22v	42v	331^	156v	211v	205v	
2 WED. 1.00P 17 ABC DD						82																								
ALL MY CHILDREN-FRI(B)																														
2 FRI. 1.00P 18 ABC DD						169	A	5.3	18	463	1102	806	134v	877	299^	515^	514^	416^	291^	148v	LT	LT	LT	148v	148v	73v	73v	LT	LT	
1 M-F 1.00P 60 ABC DD					178	213	204	A	6.7	23	586	1251	765	184	817	370	578	538	349	184	163	65^	97^	71^	57^	65^	146	113^	125	78^
2 M & TH 1.00P 60					99	97		B	6.9	23	603																			
2 TUE. 1.16P 44																														
2 WED. 1.17P 43																														
2 FRI. 1.18P 42																														
1.00 - 1.30								A	6.4	22	559	1229	762	197	807	365	569	516	350	184	161	59^	100^	75^	60^	61^	152	116^	109^	70^
1.30 - 2.00								A	7.0	24	612	1273	763	174	826	376	586	554	351	183	169	68^	95^	68^	58^	71^	141	110^	137	85^
AMERICAN TREASURY					106	197	197	A	4.5	16	393	1290	783	150^	865	227	433	392	407	364	165^	53^	94^	77^	63^	64^	143^	99^	117^	38v
1 MWF 3.58P 1 CBS DD					92	92		B	5.2	17	454																			
2 MON. 3.58P 1																														
ANOTHER WORLD					169	202	202	A	4.4	15	385	1301	646	179	805	224	416	368	352	333	141^	31v	63^	42v	68^	73^	218	192	137^	122^
1 M-W 2.00P 60 NBC DD					99	99		B	5.0	17	437																			
2 MON. 2.00P 60																														
2.00 - 2.30								A	4.6	16	402	1311	635	204	817	237	434	371	355	322	162^	40v	75^	44^	74^	78^	215	196	117^	95^
2.30 - 3.00								A	4.1	14	358	1293	667	137^	804	212	402	368	355	352	115^	19v	45v	33v	59^	70^	218	187^	156^	148^
AS THE WORLD TURNS					64	207	207	A	7.2	25	629	1277	832	138	872	230	414	367	350	406	189	19v	67^	71^	70^	118	135	90^	81^	54^
1 MTU THF 2.00P 60 CBS DD					99	99		B	6.5	23	568																			
1 WED. 2.00P 29																														
& 2.43P 17																														
2 MON. 2.00P 60																														
2.00 - 2.30								A	7.2	25	629	1278	831	139	869	223	401	355	345	416	191	17v	65^	68^	69^	123	137	93^	81^	54^
2.30 - 3.00								A	7.2	25	629	1275	830	136	871	235	426	379	353	394	187	19v	71^	75^	73^	112	137	91^	80^	54^

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK # DAY		START TIME	DUR	NET	PRGM. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. (0.000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M-M				
WEEKDAY DAYTIME CONT'D																															
BARGAIN HUNTERS M-F					1	141		A	2.0	8	175	857^	400v	86v	503^188v	188v126v	155v274v	LT	LT	LT	LT	LT	LT	269v269v	85v	LT					
2 MON. 11.30A 30 ABC QG						68		B	2.0	8	175																				
BEFORE HOURS					85	142	143	A	<<																						
M-F 6.15A 15 NBC N						86	87	B	.5	6	44																				
BOLD AND THE BEAUTIFUL					65	198	199	A	5.9	20	516	1287	764	170	833	194	365	310	342	414	210	30v	84^	89^	70^121^	134	112^	110^	66^		
1 M-F 1.30P 30 CBS DD						94	94	B	5.5	20	481																				
2 MON. 1.30P 30																															
CBS MORN NEWS-7.00-TUE(B)						118		A	.9	7	79	1329^	771v	LT	771v	LT	LT	405v	633v366v	558v153v	229v355v	405v203v	LT	LT	LT	LT	LT	LT	LT		
2 TUE. 7.00A 30 CBS N						71																									
CBS MORN NEWS-7.00-WED(B)						118		A	.9	7	79	658v	481v190v		481v	LT	LT	LT	215v481v	177v177v	177v177v	LT	LT	LT	LT	LT	LT	LT	LT		
2 WED. 7.00A 30 CBS N						71																									
CBS MORN NEWS-7.00-THU(B)						118		A	.9	8	79	392v	228v	LT	228v	LT	LT	LT	LT	228v	164v164v	164v	LT	LT	LT	LT	LT	LT	LT	LT	
2 THU. 7.00A 30 CBS N						71																									
CBS MORN NEWS-7.00-FRI(B)						118		A	1.2	9	105	1229^	504v	LT	504v	200v	200v	200v	86v304v	725^211v	211v	LT	LT	486v	LT	LT	LT	LT	LT		
2 FRI. 7.00A 30 CBS N						71																									
CBS MORNING NEWS- 6:30AM					120	150	134	A	1.0	11	87	1080	621^252^		678^184v	219^263^	229^357^	402^115v	195v252^	229^150v	LT	LT	LT	LT	LT	LT	LT	LT	LT		
M-F 6.30A 30 CBS N						87	76	B	1.4	13	122																				
CBS MORNING NEWS- 7:00AM					114	201	201	A	1.8	13	157	1166	816	287^	880	223^	350^319^	191^498	243^115^	166^166^	51v	77v	LT	LT	LT	LT	LT	LT	LT		
1 M-F 7.00A 30 CBS N					98	98		B	2.6	14	227																				
2 MON. 7.00A 30																															
CLASSIC CONCENTRATION					39	146	151	A	3.4	14	297	1606	701	186^	765	199^	307	285	304	407	243	45v	79^	41v	81^157^	173^103^	425	223^			
1 M-F 10.30A 30 NBC QG						78	77	B	3.0	11	261																				
2 MON. 10.30A 30																															
CONGRESS-HEARINGS-FR-1(S)					203			A	5.1	20	446	1209	678	182^	761	198^	323^324^	363^361^	360^	76v	161^146v	168^199^	74v	33v	14v	14v					
2 FRI. 9.00A 186 NBC N						99																									
9.00 - 9.30								A	4.6	22	402	1221	586^279^	641^	84v	199^293^	299^348^	450^	76v	194^194^	168v256^	95v	35v	35v	35v						
9.30 - 10.00								A	4.8	20	420	1129	571^119v	690	153v	220^214^	258^402^	359^	90v	162v162v	127v197^	51v	LT	29v	29v						
10.00 - 10.30								A	4.6	19	402	1239	627^127v	801	206^	359^284^	366^388^	371^	82v	197^197^	212^174v	32v	LT	35v	35v						
10.30 - 11.00								A	5.2	21	454	1339	728	159^	818	180^	379^407^	448^364^	374^	65v	208^208^	245^166^	147v118v	LT	LT						
11.00 - 11.30								A	5.7	21	498	1189	693	171^	735	207^	360^365^	386^310^	380^	87v	186^160^	186^194^	74v	34v	LT	LT					
11.30 - 12.00								A	5.6	20	489	1137	806	221^	851	331^	406^362^	387^348^	260^	51v	51v	103v209^	26v	LT	LT	LT					
12.00 - 12.30								A	5.8	20	507	1266	777	185^	811	233^	312^304^	435^410^	353^108v	138v	81v	94v215^	102v	49v	LT	LT					
CONGRESS-HEARINGS-FR-2(S)					203			A	5.5	17	481	1102	459^163^	640	131v	231^210^	223^363^	354^	80v	118v118v	94v236^	34v	LT	74v	71v						
2 FRI. 2.00P 196 NBC N						99																									
2.00 - 2.30								A	5.0	16	437	1162	599^228^	745	221^	372^295^	243^340^	233^	LT	61v	61v	85v172^	26v	LT	158v	158v					
2.30 - 3.00								A	5.4	17	472	1051	443^157^	666	195^	260^194^	163^369^	248^	LT	53v	53v	80v195^	27v	LT	110v	110v					
3.00 - 3.30								A	5.5	17	481	1331	538^160^	790	191^	305^241^	239^430^	359^136v	184^184^	78v175^	25v	LT	157^	127v							
3.30 - 4.00								A	5.3	16	463	1123	493^143v	657	76v	186^208^	259^408^	345^	68v	68v	68v277^	41v	17v	80v	80v						
4.00 - 4.30								A	5.7	17	498	974	328^117v	507^	68v	129v140v	199^337^	415^	98v	128v128v	118v287^	52v	18v	LT	LT						
4.30 - 5.00								A	6.1	17	533	1000	379^150^	536	73v	176^193^	244^317^	445^139^	171^171^	116v274^	19v	LT	LT	LT	LT						
5.00 - 5.30								A	6.0	17	524	979	421^191^	530	82v	162^185^	174^324^	421^118v	161^161^	115v260^	28v	LT	LT	LT	LT						
AYS OF OUR LIVES					177	207	192	A	6.2	21	542	1389	692	214	803	264	453	384	335	293	203	64^	95^	75^	84^	89^	250	184	133	105^	
1 M-TH 1.00P 60 NBC DD						99	94	B	6.8	23	594																				
2 M-F 1.00P 60																															
CONT'D																															

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	Avg. Aud. %	Share %	Avg. Aud. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSEWOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11								
														TOTAL	18-34	WOMEN 18- 25- 35- 49 54 64			55+	TOTAL	18-34	MEN 18- 25- 35- 49 54 64			55+												
WEEKDAY DAYTIME CONT'D																																					
DAYS OF OUR LIVES-CONT'D																																					
1.00 - 1.30														A	5.8	20	507	1402	707	219	821	269	455	386	342	306	212	69^	98^	83^	92^	90^	242	179	127^	99^	
1.30 - 2.00														A	6.5	22	568	1389	688	207	803	267	457	386	332	289	187	59^	89^	71^	73^	82^	259	189	140	113^	
DAYTIME EMMY AWARDS(S)																																					
1 TUE. 3.00P 120 ABC AC														99	A	11.3	36	988	1356	817	313	902	341	507	450	363	300	175^	18v	53v	46v	42v122^	115^	87^	164^	103^	
3.00 - 3.30														A	10.1	35	883	1315	851	323	917	362	538	478	348	308^	154^	LT	46v	46v	46v108^	101^	86^	143^	119^		
3.30 - 4.00														A	11.0	37	961	1365	851	358	924	322	506	476	404	298	173^	11v	46v	46v	35v127^	117^	92^	151^	102^		
4.00 - 4.30														A	11.8	36	1031	1353	810	294	893	342	497	419	360	298	195^	43v	73^	47v	48v122^	102^	79^	163^	73^		
4.30 - 5.00														A	12.1	34	1058	1404	776	285	887	341	498	437	343	300	180^	15v	48v	48v	41v132^	140^	96^	197^	119^		
GENERAL HOSPITAL																																					
1 M-WTHF 3.00P 60 ABC DD														99	99	A	7.1	25	621	1280	846	279	889	307	543	552	445	251	228	64^	101^	83^	96^122	92^	77^	71^	71^
2 MON. 3.00P 60															B	8.1	27	708																			
3.00 - 3.30														A	7.0	25	612	1247	861	279	894	303	537	548	447	265	202	40^	74^	74^	92^128	97^	80^	54^	54^		
3.30 - 4.00														A	7.1	25	621	1304	840	279	887	313	553	561	444	237	251	84^	122	85^	101^121	84^	72^	82^	82^		
GOOD MORN AMER-TUE-730(B)														178	A	2.7	15	236	915^	606^148v	648^	64v	216v237v	317^394^	267v	LT	30v	55v	89v212v	LT	LT	LT	LT				
2 TUE. 7.30A 30 ABC N														79																							
GOOD MORN AMER-TUE-830(B)														76	A	1.9	9	166	1012^	639^120v	693^156v	289v289v	212v404v	289v	LT	36v	60v	60v229v	LT	LT	30v	LT					
2 TUE. 8.30A 30 ABC N														49																							
GOOD MORN AMER-WED-730(B)														178	A	2.9	16	253	794^	594^ 79v	621^	27v	170v238v	293^356^	173v	LT	23v	42v	42v131v	LT	LT	LT	LT				
2 WED. 7.30A 30 ABC N														79																							
GOOD MORN AMER-WED-830(B)														77	A	2.1	10	184	1027^	641^136v	755^238v	369v369v	147v386v	250v	92v	92v	LT	LT	158v	LT	LT	LT	LT				
2 WED. 8.30A 30 ABC N														49																							
GOOD MORN AMER-THU-730(B)														178	A	2.4	14	210	971^	610^191v	624^100v	229v228v	238v362^	347^	80v	123v	71v	115v224v	LT	LT	LT	LT					
2 THU. 7.30A 30 ABC N														79																							
GOOD MORN AMER-THU-830(B)														82	A	1.6	8	140	1050^	550^ 57v	593^108v	264v307v	199v286v	428v207v	207v100v	LT	221v	LT	LT	LT	LT						
2 THU. 8.30A 30 ABC N														51																							
GOOD MORN AMER-FR-730(B)														179	A	3.3	17	288	1083	603^153v	670^	38v	243v295^	306^375^	413^	94v	184v	90v	145v229v	LT	LT	LT	LT				
2 FRI. 7.30A 30 ABC N														79																							
GOOD MORN AMER-FR-830(B)														83	A	2.3	11	201	975^	626^114v	681^169v	344v344v	259v337v	294v	25v	65v	40v	90v229v	LT	LT	LT	LT					
2 FRI. 8.30A 30 ABC N														51																							
GOOD MORNING, AMERICA-730														173	A	3.7	23	323	1142	673 149^	686	157^	284 358	319 328	405	55^	177^195^	189^201^	23v	LT	28v	19					
1 M-F 7.30A 30 ABC N														99	B	4.4	22	385																			
2 MON. 7.30A 30																																					
GOOD MORNING, AMERICA-830														172	A	3.9	18	341	1006	662 188^	686	119^	272 314	355 372	248	23v	105^107^	118^141^	39v	24v	33v	LT					
1 M-F 8.30A 30 ABC N														99	B	4.4	20	385																			
2 MON. 8.30A 30																																					
GUIDING LIGHT														175	A	6.1	21	533	1334	863 159	910	240	440 433	384 405	188	40^	92^	84^	78^	92^	150	98^	86^	32			
1 M-F 3.00P 60 CBS DD														99	B	6.1	20	533																			
2 MON. 3.00P 60																																					
3.00 - 3.30														A	6.2	22	542	1303	837 147	880 227	412 416	369 405	173	25v	73^	77^	74^	96^	167	103^	83^	33					
3.30 - 4.00														A	6.0	21	524	1342	883 164	929 251	466 444	396 397	194	51^	104^	86^	77^	86^	130^	86^	89^	29					

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	K E Y	AVG AUD %	AVG SHARE %	AVG AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
WEEKDAY DAYTIME CONT'D																																	
IRAN CONTRA HEARINGS 8(S)						208		A	4.1	16	358	1179	642	48	740	148	265	227	243	455	359	125	164	84	124	195	40	34	40	40	40	40	40
2 TUE. 9.00A 195 CBS N						99																											
9.00 - 9.30								A	2.5	11	219	963	529	46	529	LT	LT	46	156	483	434	233	233	233	LT	201	LT	LT	LT	LT	LT	LT	LT
9.30 - 10.00								A	3.5	14	306	1239	801	141	801	LT	268	268	356	533	438	239	239	43	LT	199	LT	LT	LT	LT	LT	LT	LT
10.00 - 10.30								A	3.9	15	341	1205	689	32	689	LT	187	258	337	431	516	155	278	123	200	238	LT	LT	LT	LT	LT	LT	LT
10.30 - 11.00								A	4.2	15	367	888	458	LT	624	101	177	76	145	447	264	LT	114	114	188	150	LT	LT	LT	LT	LT	LT	LT
11.00 - 11.30								A	4.7	17	411	1297	696	LT	842	289	372	291	188	470	283	67	67	LT	152	216	73	73	99	99	99	99	
11.30 - 12.00								A	4.9	17	428	1341	668	40	815	302	402	314	223	413	369	170	170	100	132	199	49	49	108	108	108	108	
12.00 - 12.30								A	5.7	20	498	1263	675	105	826	231	337	283	337	438	273	79	110	31	127	163	158	118	LT	LT	LT	LT	LT
IRAN CONTRA HEARINGS 9(S)						209		A	5.5	16	481	1166	712	281	830	220	307	282	249	473	220	35	58	58	71	162	43	LT	73	31	73	31	
2 TUE. 2.00P 189 CBS N						99																											
2.00 - 2.30								A	6.3	20	551	1125	688	281	840	279	351	199	279	489	212	49	49	49	LT	163	LT	LT	73	73	73	73	
2.30 - 3.00								A	5.9	18	516	1109	707	279	885	310	369	214	200	516	224	LT	28	28	28	196	LT	LT	LT	LT	LT	LT	LT
3.00 - 3.30								A	5.4	16	472	1212	813	324	964	273	336	290	233	560	176	42	42	42	66	134	LT	LT	72	72	72	72	
3.30 - 4.00								A	5.0	15	437	1014	726	254	783	139	252	323	241	460	179	41	41	41	80	138	LT						







PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET TYPE	PROG.		WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
															WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL M-M							
<b>WEEKDAY DAYTIME CONT'D</b>																																			
NEW CARD SHARKS										174	169	170	A	3.9	16	341	1630	703	317	797	243	345	349	278	383	292	100^	193^	191^	148^	93^	279	237	262	220
1	M-F	10.30A	30	CBS QP			81	82	B	3.9	17	341																							
2	MON.	10.30A	30																																
NEWSBREAK-11.57										180	179	185	A	5.6	20	489	1538	647	138^	723	156	266	345	333	347	351	119^	174	145	140	143	183	134^	281	121^
1	M-F	11.57A	2	CBS N			84	86	E	6.2	25	542																							
2	MON.	11.57A	2																																
2	TU-TH	1.57P	2																																
2	FRI.	1.56P	3																																
NEWSBREAK-3.44										174	192	193	A	5.4	19	472	1246	821	122^	861	199	384	388	372	407	172	40^	78^	82^	63^	90^	114^	74^	99^	32v
1	MON.	3.41P	1	CBS N			94	94	B	5.5	18	481																							
1	TUE.	3.35P	1																																
1	WED.	3.39P	1																																
1	THU.	3.42P	1																																
1	FRI.	3.36P	1																																
ONE LIFE TO LIVE										171	212	212	A	6.8	24	594	1273	846	218	885	341	574	589	457	204	213	46^	84^	86^	73^	118	145	124	30^	22v
1	MTUTHF	2.00P	60	ABC DD			99	99	B	7.2	25	629																							
1	WED.	2.00P	30																																
&		2.39P	21																																
2	MON.	2.00P	60																																
		2.00 - 2.30							A	6.8	23	594	1246	828	195	874	354	581	577	434	201	202	40^	84^	94^	67^	108^	138	116	32^	23v				
		2.30 - 3.00							A	6.8	24	594	1303	860	242</																				

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSEWOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEEN (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+						
WEEKDAY DAYTIME CONT'D																															
SUPER PASSWORD-TUE(B)						124		A	2.6	9	227	921^	559^	70v	559^	92v	180v	220v	163v	339^	229v	88v	88v	88v	LT	141v	80v	58v	53v	53v	
2 TUE. 12.07P 23 NBC QG						54																									
SUPER PASSWORD-WED(B)						123		A	2.3	8	201	1090^	552^	175v	647^	139v	274v	274v	304v	373^	124v	LT	LT	LT	39v	124v	85v	45v	234v	234v	
2 WED. 12.18P 12 NBC QG						54																									
SUPER PASSWORD-THU(B)						122		A	2.2	8	192	979^	306v	89v	411^	51v	114v	114v	126v	297v	364v	260v	260v	260v	83v	104v	89v	89v	115v	LT	
2 THU. 12.02P 28 NBC QG						54																									
SUPER PASSWORD-FRI(B)						124		A	1.9	7	166	1108^	699^	380v	777^	223v	326v	380v	397v	397v	241v	133v	133v	133v	65v	108v	90v	66v	LT	LT	
2 FRI. 12.06P 24 NBC QG						54																									
SUPER PASSWORD						170	158	A	4.0	15	350	1260	618	182^	652	154^	282	264	326	349	220	80^	109^	91^	89^	80^	179^	120^	209	126^	
1 M-TH 12.00N 30 NBC QG						77	78	B	3.6	14	315																				
2 MON. 12.00N 30																															
TODAY SHOW-7.30AM						179	205	A	4.0	25	350	1211	704	306	735	192^	349	332	277	357	416	122^	168^	103^	143^	245	48v	22v	LT	LT	
M-F 7.30A 30 NBC N						99	98	B	5.1	25	446																				
TODAY SHOW-8.30AM						179	205	A	4.8	22	420	1300	742	329	802	195	343	306	272	433	395	100^	181	124^	152^	209	50^	21v	53^	36v	
M-F 8.30A 30 NBC N						99	97	B	5.2	23	454																				
\$25,000 PYRAMID						176	179	A	3.8	15	332	1407	692	166^	755	145^	259	302	301	418	327	121^	221	142^	138^	106^	157^	112^	168^	154^	
1 M-F 10.00A 30 CBS QP						91	91	B	3.6	15	315																				
2 MON. 10.00A 30																															
2 TU-F 12.30P 30																															
WEBSTER M-F						122	143	A	3.3	13	288	1472	527	191^	527	228^	396^	378^	230^	107v	174^	66v	118v	97v	108v	38v	143^	90v	628	326^	
1 M-F 11.30A 30 ABC CS						75		B	2.3	9	201																				
WHEEL OF FORTUNE						170	208	A	5.5	22	481	1306	634	133^	747	201	281	253	225	431	296	73^	119^	102^	123^	147	74^	54^	189	107^	
1 M-TH 11.00A 30 NBC QG						97	99	B	6.1	26	533																				
2 MON. 11.00A 30																															
WHO'S THE BOSS? M-F						21	167	A	4.7	19	411	1440	586	194	618	248	392	372	282	163^	141^	56^	82^	78^	61^	49^	209	121^	472	259	
1 M-F 11.00A 30 ABC CS						88	90	B	4.0	17	350																				
2 MON. 11.00A 30																															
NIMBLETON-MEN'S SEMI-FNL(S)						204		A	4.2	15	367	1766	799	297^	954	440^	662^	556^	381^	267^	608^	332^	415^	377^	230^	127v	97v	48v	107v	14v	
1 FRI. 11.00A 300 NBC SE						99																									
11.00 - 11.30								A	3.7	15	323	2508	1354	118v	1565	1009	1234	1086	373^	290^	401^	203v	203v	211v	131v	105v	156v	LT	386^	50v	
11.30 - 12.00								A	3.0	12	262	1817	1004^	172v	1160	607^	802^	694^	389^	295^	413^	225v	253v	244v	157v	100v	65v	LT	179v	30v	
12.00 - 12.30								A	4.4	16	385	1977	946	255^	1078	437^	667^	558^	417^	356^	493^	255^	305^	253^	190^	109v	136v	95v	270^	LT	
12.30 - 1.00								A	4.6	16	402	2239	1047	863	1286	657^	941	802	488^	300^	672^	439^	482^	407^	182^	139v	53v	LT	228^	LT	
1.00 - 1.30								A	4.9	17	428	1883	682	493^	934	458^	692	494^	369^	242^	871	457^	636^	655	381^	139v	78v	LT	LT	LT	
1.30 - 2.00								A	5.3	18	463	1572	612	192^	735	270^	477^	366^	354^	258^	691	306^	426^	402^	359^	171^	146v	78v	LT	LT	
2.00 - 2.30								A	5.6	19	489	1701	793	280^	881	338^	638	563^	434^	243^	639	357^	466^	374^	250^	138v	137v	113v	44v	44v	
2.30 - 3.00								A	3.8	14	332	1599	655^	160v	766^	272^	470^	457^	372^	245^	662^	382^	507^	422^	232^	120v	146v	135v	25v	25v	
3.00 - 3.30								A	3.4	13	297	1313	521^	67v	625^	285^	404^	323^	267^	221v	688^	415^	456^	404^	209v	135v	LT	LT	LT	LT	
3.30 - 4.00								A	3.1	11	271	856^	410^	174v	513^	137v	310^	236v	262^	203v	343^	218v	273^	273^	55v	70v	LT	LT	LT	LT	
NIMBLETON-WOMENS SEMI-FNL(S)						204		A	3.8	13	332	1048	516^	204v	562^	168v	234^	222^	144v	298^	244^	84v	150v	75v	94v	94v	200v	70v	42v	39v	
1 THU. 2.00P 180 NBC SE						99																									
2.00 - 2.30								A	3.6	13	315	1063	590^	216v	657^	200v	312^	294^	149v	308^	112v	LT	112v	112v	112v	LT	218v	98v	76v	51v	
2.30 - 3.00								A	3.6	13	315	1022	489^	251^	546^	171v	260^	259^	201v	245^	188v	LT	109v	109v	109v	79v	234^	57v	54v	54v	
CONT'D																															





[illegible]





[illegible]

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JUNE 29, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					22,370 25.6											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					7,950 9.1	6.7*		8.2*		9.1*		9.8*		9.4*		9.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					17 6.4	14 *		16 *		16 *		17 *		16 *		17 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,850 14.7		12,500 14.3		16,170 18.5		15,730 18.0		16,610 19.0			
	CBS TV							KATE & ALLIE (R)	MY SISTER SAM (R)(SD)		NEWHART (R)		DESIGNING WOMEN (R)(SD)				CAGNEY & LACEY (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,580 12.1		10,660 12.2		13,200 15.1		13,980 16.0		12,150 13.9		13.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					24 11.7		23 12.5		26 14.3		27 15.8		25 14.1		24 *	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{					13,370 15.3		14,250 16.3		21,760 24.9							
	NBC TV							ALF (R)	VALERIE (R)									
	AVERAGE AUDIENCE (Households (000) & %)	{					11,540 13.2		12,410 14.2		11,890 13.6		13.8*		13.0*		13.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					26 12.8		27 13.5		24 14.1		24 *		22 *		24 *	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{					17,650 20.2											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					7,870 9.0	7.8*		8.9*		9.7*		9.5*		9.7*		2,620 3.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					16 7.9	15 *		17 *		17 *		16 *		17 *		5
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{					12,150 13.9		10,490 12.0		13,550 15.5		14,160 16.2		13,810 15.8			
	CBS TV							KATE & ALLIE (R)	MY SISTER SAM (R)(SUB-SD)		NEWHART (R)		DESIGNING WOMEN (R)(SD)				CAGNEY & LACEY (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,530 10.9		9,180 10.5		11,270 12.9		11,710 13.4		9,790 11.2		11.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					20 10.8		19 10.9		22 12.3		23 13.6		20 11.2		19 *	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{					15,210 17.4		15,560 17.8		22,720 26.0							
	NBC TV							ALF (R)	VALERIE (R)									
	AVERAGE AUDIENCE (Households (000) & %)	{					12,940 14.8		13,630 15.6		14,250 16.3		15.2*		15.5*		17.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					28 14.3		28 15.3		28 15.1		26 *		26 *		29 *	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	47.3	46.6	45.7	47.0	49.0	51.5	52.1	53.8	56.3	58.1	58.0	58.3	57.0	56.6	55.4
			WK. 2	49.7	51.6	51.6	52.7	53.5	54.1	54.5	55.7	56.8	58.1	59.4	59.4	58.5	58.2	56.5

U.S. TV Households: 87,400,000

(1) ABC BASEBALL FILL-2, ABC, (10:39-10:56PM)(S)

For explanation of symbols, See page A

EVE. MON. JULY 6, 1987



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JUNE 30, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,080 18.4	16,780 19.2		18,880 21.6					15,910 18.2						
	ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)			SPENSER: FOR HIRE (R)							
	AVERAGE AUDIENCE (Households (000) & %)					13,630 15.6	14,860 17.0		13,370 15.3	15.0*				11,800 13.5	13.1*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	30			30	14.8	16.5	16.9	17.1	27	26 *			24	23 *	13.7	14.2			
TOTAL AUDIENCE (Households (000) & %)					6,560 7.5			14,070 16.1												
CBS TV					WIZARD (R)(SD)				CBS TUESDAY MOVIE SO FINE (M)											
AVERAGE AUDIENCE (Households (000) & %)					4,630 5.3	5.1*			6,990 8.0	8.1*				8.2*						
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	10	10 *			5.1	5.1	5.2	5.6	14	14 *			14 *	15 *	8.0	7.6				
TOTAL AUDIENCE (Households (000) & %)					16,690 19.1			19,230 22.0												
NBC TV					MATLOCK (R)				MOVIE OF THE WEEK-TUESDAY G.A.T. SQUAD (R)											
AVERAGE AUDIENCE (Households (000) & %)					12,410 14.2	13.4*			11,190 12.8	12.6*				12.5*						
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	26	26 *			13.2	13.6	15.0	15.2	23	22 *			21 *	23 *	13.1	13.1	13.4			
TOTAL AUDIENCE (Households (000) & %)					16,520 18.9	16,690 19.1		17,830 20.4					11,890 13.6							
ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)			JENNINGS/KOPPEL REPORT								
AVERAGE AUDIENCE (Households (000) & %)					14,070 16.1	14,680 16.8		13,020 14.9	15.2*				8,040 9.2	9.7*						
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	30			30	15.6	16.7	16.5	17.2	26	27 *			16	17 *	8.8	8.6				
TOTAL AUDIENCE (Households (000) & %)					7,250 8.3			20,980 24.0												
CBS TV					WIZARD (R)(SD)				CBS TUESDAY MOVIE FAST TIMES AT RIDGEPOINT HIGH (R)(SD)											
AVERAGE AUDIENCE (Households (000) & %)					5,420 6.2	6.0*			11,010 12.6	10.3*				12.0*						
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	11	11 *			6.0	6.0	6.1	6.6	22	18 *			21 *	24 *	13.4	14.4	14.9	13.2		
TOTAL AUDIENCE (Households (000) & %)					17,570 20.1			19,140 21.9												
NBC TV					MATLOCK (R)				MOVIE OF THE WEEK-TUESDAY POPEYE DOYLE (9:07-11:07PM) (R)(-OP)											
AVERAGE AUDIENCE (Households (000) & %)					13,630 15.6	15.0*			9,880 11.3	11.1*				10.8*						
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	28	28 *			14.6	15.3	16.1	16.3	20	20 *			19 *	20 *	11.5	11.1	11.0	12.0		
TV HOUSEHOLDS USING TV WK. 1		48.5	48.9	48.7	49.6	51.2	53.4	55.3	56.5	56.0	57.4	58.5	58.2	56.5	56.6	55.4	53.4			
(See Def. 1)		WK. 2	50.8	51.5	51.7	52.7	53.9	54.8	56.0	55.6	57.1	58.0	57.9	57.3	56.6	55.8	54.5			

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.TUE. JULY 7, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JULY 1, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,200 15.1		12,590 14.4		13,810 15.8				12,150 13.9				
	ABC TV					PERFECT STRANGERS (R)		HEAD OF THE CLASS (R)(SD)		MACGYVER (R)(SD)				HOTEL (R)				
	AVERAGE AUDIENCE (Households (000) & %)					11,010 12.6		11,100 12.7		9,610 11.0	10.7*		11.4*	8,740 10.0	10.0*		10.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 12.2	12.9	24 12.7	12.8	20 10.7	19 * 10.7		20 * 11.2	18 11.5	18 * 9.8	10.3	19 * 10.0	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					11,270 12.9				13,280 15.2				17,740 20.3				
	CBS TV					MIKE HAMMER (R)(SUS-SD)				MAGNUM, P.I. (R)(SD)				EQUALIZER (R)				
	AVERAGE AUDIENCE (Households (000) & %)					8,480 9.7	9.4*		10.0*	9,790 11.2	10.2*		12.3*	13,370 15.3	15.0*		15.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 9.2	18 * 9.6		19 * 9.8	20 9.8	19 * 10.6		21 * 12.0	28 14.4	27 * 15.6		29 * 15.9	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					11,270 12.9				11,190 12.8		11,710 13.4		10,050 11.5				
	NBC TV					HIGHWAY TO HEAVEN (R)				FACTS OF LIFE (R)		NIGHT COURT (R)		NBC NEWS-SPECIAL SIX DAYS PLUS TWENTY YEARS: A DREAM IS DYING				
	AVERAGE AUDIENCE (Households (000) & %)					7,870 9.0	8.7*		9.3*	9,180 10.5		9,610 11.0		5,860 6.7	6.7*		6.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 8.9	17 * 8.5		17 * 9.2	19 9.9		19 11.0		12 7.3	12 * 6.1	6.7	12 * 6.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					11,970 13.7		11,540 13.2		11,890 13.6				9,350 10.7				
	ABC TV					PERFECT STRANGERS (R)		HEAD OF THE CLASS (R)(SD)		MACGYVER (R)(SD)				HOTEL (R)				
	AVERAGE AUDIENCE (Households (000) & %)					9,610 11.0		9,790 11.2		7,780 8.9	9.0*		8.9*	6,580 7.5	7.7*		7.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 10.3		22 11.7	11.1	17 9.2	17 * 8.7		16 * 8.7	14 7.7	14 * 7.6		14 * 7.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					11,360 13.0				12,670 14.5				16,430 18.8				
	CBS TV					MIKE HAMMER (R)(SUS-SD)				MAGNUM, P.I. (R)(SD)				EQUALIZER (R)				
	AVERAGE AUDIENCE (Households (000) & %)					8,130 9.3	8.8*		9.7*	9,610 11.0	10.1*		11.9*	12,850 14.7	14.3*		15.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 8.6	18 * 9.1		19 * 9.6	21 9.9	19 * 10.3		22 * 11.6	27 14.1	26 * 14.5	15.3	29 * 14.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					11,710 13.4				12,500 14.3		12,320 14.1		12,760 14.6				
	NBC TV					HIGHWAY TO HEAVEN (R)				NIGHT COURT (R)		SWEET SURRENDER SPECIAL		ST. ELSEWHERE (R)				
	AVERAGE AUDIENCE (Households (000) & %)					8,480 9.7	9.6*		9.9*	10,140 11.6		10,050 11.5		9,180 10.5	10.3*		10.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 9.6	20 * 9.5		19 * 9.7	22 11.0		21 11.0		20 10.4	19 * 10.2	10.4	20 * 10.9	
TV HOUSEHOLDS USING TV (See Def 1)		WK. 1	47.1	48.2	48.4	49.9	50.9	51.6	52.9	54.3	53.9	55.9	57.3	58.1	56.8	55.7	54.6	52.8
		WK. 2	46.2	47.2	46.7	47.9	47.1	48.8	50.3	51.8	51.9	52.8	53.7	55.4	55.3	54.5	53.3	51.4

For explanation of symbols, See page A

EVE.WED. JULY 8, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JULY 2, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				7,780 8.9					9,440 10.8					15,210 17.4			
	ABC TV					OUR WORLD (R)				HEART OF THE CITY (R)(SD)				20/20					
	AVERAGE AUDIENCE (Households (000) & %)	{				5,070 5.8	5.9*		5.7*	5,860 6.7	6.0*		7.4*	10,750 12.3	12.4*		12.2*		
	SHARE OF AUDIENCE %	{				12	12 *		11 *	13	12 *		14 *	23	23 *		23 *		
W E E K 2	AVG. AUD. BY ¼ HR. %	{				6.1	5.7	5.8	5.7	5.9	6.2	6.8	8.0	12.2	12.5	12.2	12.1		
	TOTAL AUDIENCE (Households (000) & %)	{				9,960 11.4					15,990 18.3								
	CBS TV					SCARECROW & MRS. KING (R)(SD)				CBS THURSDAY MOVIE ALL THE RIGHT MOVES (R)(SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{				6,730 7.7	6.9*		8.5*	7,780 8.9	8.1*		8.7*		9.6*		9.2*		
W E E K 1	SHARE OF AUDIENCE %	{				16	14 *		17 *	17	16 *		16 *		17 *		17 *		
	AVG. AUD. BY ¼ HR. %	{				6.7	7.1	8.2	8.8	8.5	7.8	8.4	9.0	9.8	9.5	9.8	8.6		
	TOTAL AUDIENCE (Households (000) & %)	{				20,360 23.3	19,750 22.6				16,780 19.2	14,250 16.3				15,560 17.8			
	NBC TV					BILL COSBY SHOW (R)				FAMILY TIES (R)				CHEERS (R)					
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{				17,650 20.2	17,220 19.7				14,600 16.7	12,590 14.4				12,150 13.9			
	SHARE OF AUDIENCE %	{				42	39				32	27				26			
	AVG. AUD. BY ¼ HR. %	{				19.4	21.0	19.6	19.8	16.4	17.0	14.5	14.2	13.1	14.1	14.2	14.3		
	TOTAL AUDIENCE (Households (000) & %)	{				7,950 9.1					8,570 9.8					15,120 17.3			
W E E K 1	ABC TV					STARMAN (R)				OUR WORLD (R)(SD)				20/20					
	AVERAGE AUDIENCE (Households (000) & %)	{				5,510 6.3	6.1*		6.6*	5,240 6.0	5.1*		6.8*	10,750 12.3	12.0*		12.6*		
	SHARE OF AUDIENCE %	{				12	12 *		12 *	11	10 *		12 *	22	21 *		23 *		
	AVG. AUD. BY ¼ HR. %	{				6.2	6.0	6.4	6.7	5.1	5.1	6.5	7.1	11.6	12.4	12.6	12.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				9,260 10.6					18,350 21.0								
	CBS TV					SCARECROW & MRS. KING (R)(SD)				CBS THURSDAY MOVIE WHERE THE BOYS ARE '84 (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{				6,290 7.2	7.0*		7.4*	9,610 11.0	8.9*		11.1*		12.0*		12.1*		
	SHARE OF AUDIENCE %	{				14	14 *		14 *	20	17 *		20 *		21 *		22 *		
W E E K 1	AVG. AUD. BY ¼ HR. %	{				7.0	7.0	7.2	7.5	8.5	9.4	10.5	11.7	12.2	11.9	12.5	11.7		
	TOTAL AUDIENCE (Households (000) & %)	{				20,890 23.9	20,890 23.9				16,430 18.8	12,240 14.0				14,950 17.1			
	NBC TV					BILL COSBY SHOW (R)				FAMILY TIES (R)				CHEERS (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{				18,090 20.7	18,350 21.0				14,330 16.4	10,400 11.9				10,580 12.1			
W E E K 2	SHARE OF AUDIENCE %	{				40	39				31	22				22			
	AVG. AUD. BY ¼ HR. %	{				19.5	21.9	21.0	20.9	16.3	16.5	12.5	11.3	11.2	12.5	12.5	12.2		
	TOTAL AUDIENCE (Households (000) & %)	{				20,890 23.9	20,890 23.9				16,430 18.8	12,240 14.0				14,950 17.1			
	NBC TV					BILL COSBY SHOW (R)				FAMILY TIES (R)				CHEERS (R)					
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)	{				18,090 20.7	18,350 21.0				14,330 16.4	10,400 11.9				10,580 12.1			
	SHARE OF AUDIENCE %	{				40	39				31	22				22			
	AVG. AUD. BY ¼ HR. %	{				19.5	21.9	21.0	20.9	16.3	16.5	12.5	11.3	11.2	12.5	12.5	12.2		
	TOTAL AUDIENCE (Households (000) & %)	{				20,890 23.9	20,890 23.9				16,430 18.8	12,240 14.0				14,950 17.1			
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	44.6	45.7	46.4	47.0	47.6	49.1	50.2	51.7	51.5	52.3	53.1	54.6	55.0	54.9	54.6	52.9		
	WK 2	48.0	47.7	46.3	48.2	51.0	52.7	53.0	53.4	51.9	53.4	54.3	54.7	55.6	56.8	55.5	53.2		

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.THU. JULY 9, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JULY 3, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
W E K 1	TOTAL AUDIENCE (Households (000) & %)					9,790 11.2			9,960 11.4			14,510 16.8								
	ABC TV					SLEDGE HAMMER (R)			MR. BELVEDERE (R)(SD)			ABC FRIDAY NIGHT MOVIE WOLFEN (R)(SD)								
	AVERAGE AUDIENCE (Households (000) & %)					7,870 9.0			8,480 9.7			6,560 7.5	8.1*	7.5*	7.4*	7.1*	7.1*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 8.7	9.2	9.4	10.0	16 8.5	18 *	16 *	7.7	7.5	7.4	7.0	7.2			
W E K 2	TOTAL AUDIENCE (Households (000) & %)					8,570 9.8					7,430 8.5			9,790 11.2						
	CBS TV					SUMMER PLAYHOUSE PUPPETMAN/SANDUST (SUB-SD)				DALLAS (R)(SD)		HARD COPY								
	AVERAGE AUDIENCE (Households (000) & %)					4,540 5.2	5.3*	5.2*	5.5	5.1*	6.0*	7.4	6.8*	8.0*	8.0*	8.0*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12 5.3	13 *	12 *	12	11 *	13 *	16	15 *	18 *	18 *	18 *				
W E K 3	TOTAL AUDIENCE (Households (000) & %)					9,960 11.4					15,210 17.4			12,590 14.4						
	NBC TV					STINGRAY (R)				MIAMI VICE (R)		CRIME STORY (R)								
	AVERAGE AUDIENCE (Households (000) & %)					6,560 7.5	7.2*	7.9*	10,930 12.5	11.8*	13.2*	9,090 10.4	10.4*	10.3*	10.3*	10.3*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 7.6	18 *	18 *	27 11.4	26 *	28 *	23 10.3	22 *	23 *	23 *	23 *				
W E K 4	TOTAL AUDIENCE (Households (000) & %)					9,790 11.2			10,660 12.2			18,180 20.8								
	ABC TV					SLEDGE HAMMER (R)			MR. BELVEDERE (R)(SD)			ABC FRIDAY NIGHT MOVIE CONSENTING ADULT (R)(SD)								
	AVERAGE AUDIENCE (Households (000) & %)					8,130 9.3			8,910 10.2			10,930 12.5	11.0*	12.0*	13.2*	13.8*	13.8*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 9.0	9.6	9.6	23 10.9	26	25 *	24 *	25 *	27 *	28 *	28 *				
W E K 5	TOTAL AUDIENCE (Households (000) & %)					10,930 12.5					7,600 8.7			9,000 10.3						
	CBS TV					SUMMER PLAYHOUSE BARRINGTON (SUB-SD)				DALLAS (R)(SD)		TWILIGHT ZONE								
	AVERAGE AUDIENCE (Households (000) & %)					6,900 7.9	7.9*	7.8*	4,810 5.5	5.1*	5.8*	5,680 6.5	6.2*	6.8*	6.8*	6.8*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 7.9	18 *	17 *	12 5.1	11 *	12 *	13 5.9	12 *	14 *	14 *	14 *				
W E K 6	TOTAL AUDIENCE (Households (000) & %)					5,680 6.5	18,090 20.7													
	NBC TV											NBC MAJOR LGE BSBL GM FRI NY METS VS HOUSTON (8:15-11:22PM) (1)								
	AVERAGE AUDIENCE (Households (000) & %)					5,590 6.4	6,380 7.3	5.5*	7.2*	7.8*	8.0*	8.0*	8.0*	8.4*	8.4*	8.4*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 6.4	16 5.0	13 *	16 *	17 *	16 *	16 *	16 *	17 *	17 *	17 *				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	45.4	45.4	41.1	40.5	41.5	41.1	41.0	42.6	44.1	44.5	46.3	47.4	47.7	46.6	46.5	45.6	44.5

For explanation of symbols, See page A

EVE.FRI. JULY 10, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 4, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	17,650 20.2															
	ABC TV	STAR SPANGLED CELEBRATION (50)															
	AVERAGE AUDIENCE (Households (000) & %)	7,170 8.2	8.0*			8.5*				7.7*			8.1*		8.5*		8.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	21 7.8	22*			22*				20*			21*		22*		21*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	7,170 8.2															
	CBS TV	CBS SATURDAY MOVIE SPACE PT.1 (R)(SD)															
	AVERAGE AUDIENCE (Households (000) & %)	3,580 4.1	4.2*			4.3*				3.8*			4.0*		4.1*		4.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11 4.3	11*			11*				10*			10*		10*		11*
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	8,390 9.6															
	NBC TV	HUNTER (R)															
	AVERAGE AUDIENCE (Households (000) & %)	6,730 7.7				6,730 7.7				9,180 10.5			7,950 9.1		9,000 10.3		11,500 11.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	21 7.1				20 7.7				27 9.9			23 9.0		26 8.6		29* 12.0
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	6,290 7.2															
	ABC TV	ABC SATURDAY NIGHT MOVIE THUNDERBALL (R)(SD)															
	AVERAGE AUDIENCE (Households (000) & %)	5,160 5.9				6,470 7.4				6.2*			7.3*		8.4*		9.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14 5.7				16 5.5				13*			15*		18*		20*
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	8,130 9.3															
	CBS TV	CBS SATURDAY MOVIE SPACE PT.2 (R)(SD)															
	AVERAGE AUDIENCE (Households (000) & %)	3,580 4.1	3.8*			3.9*				4.3*			4.5*		5.8		6.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	9 3.9	9*			9*				9*			10*		13		13*
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	9,260 10.6															
	NBC TV	HUNTER (R)															
	AVERAGE AUDIENCE (Households (000) & %)	7,430 8.5				9,700 11.1				12,940 14.8			10,660 12.2		10,490 12.0		12,300 12.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	20 8.3				25 10.4				32 14.2			26 11.7		26 11.7		27* 12.4
TV HOUSEHOLDS USING TV WK. 1		33.7	34.4	34.6	34.4	36.1	37.6	38.5	38.4	38.7	39.2	38.8	38.8	38.3	38.7	39.2	40.0
(See Def. 1) WK. 2		39.1	39.3	39.3	40.0	41.3	41.8	43.3	44.3	46.2	47.5	46.9	47.3	46.6	46.5	46.6	45.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. JULY 11, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	39.7	38.2	34.5	32.8	30.7	29.1	25.9	23.1	20.7	18.8	17.0	15.3	13.2	12.2	10.9	10.0
	WK. 2	44.5	41.9	37.8	35.9	32.9	30.9	28.1	26.1	23.2	21.1	18.8	16.9	14.4	13.0	11.8	10.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. JULY 5, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,800 13.5								16,430 18.8							
	ABC TV						ABC MOVIE SPECIAL THE WIND IN THE WILLOWS (R)						ABC SUNDAY NIGHT MOVIE BEST KEPT SECRETS (R)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	5,940 6.8	6.0*		6.7*		7.4*		7.2*	9,350 10.7	9.1*		11.0*		11.2*		11.4*
	SHARE OF AUDIENCE %	{	14	13 *		14 *		15 *		14 *	20	17 *		20 *		20 *		21 *
	AVG. AUD. BY ¼ HR. %	{	6.0	6.0	6.5	6.8	7.5	7.3	7.3	7.2	8.6	9.7	11.1	10.9	10.9	11.5	11.2	11.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	18,180 20.8				19,750 22.6											
	CBS TV				60 MINUTES								CBS SUNDAY MOVIE ANNA KARENINA (R)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	13,550 15.5	15.5*		15.4*	9,090 10.4	10.8*		10.2*		10.2*		10.2*		10.7*		10.4*
	SHARE OF AUDIENCE %	{	33	33 *		32 *	20	22 *		20 *		19 *		19 *		19 *		19 *
	AVG. AUD. BY ¼ HR. %	{	14.5	16.6	15.7	15.2	11.1	10.5	10.2	10.1	10.4	10.0	10.2	10.2	10.7	10.8	10.9	10.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,490 12.0				14,600 16.7				21,760 24.9							
	NBC TV				OUR HOUSE (R)			RAGS TO RICHES (R)					NBC SUNDAY NIGHT MOVIE BATES MOTEL					
	AVERAGE AUDIENCE (Households (000) & %)	{	6,820 7.8	7.5*		8.1*	9,700 11.1	10.5*		11.7*	12,760 14.6	13.7*		13.9*		15.0*		15.8*
	SHARE OF AUDIENCE %	{	17	16 *		17 *	22	21 *		23 *	27	26 *		26 *		27 *		29 *
	AVG. AUD. BY ¼ HR. %	{	7.3	7.7	7.9	8.4	10.4	10.7	11.1	12.3	13.5	14.0	13.7	14.1	14.8	15.2	16.0	15.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,930 12.5				19,670 22.5											
	ABC TV				DISNEY SUNDAY MOVIE ARK PAWK (R)								ABC SUNDAY NIGHT MOVIE THE CONCORDE...AIRPORT '79 (R)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	7,250 8.3	7.9*		8.8*	8,830 10.1	8.0*		7.8*		10.8*		10.9*		11.1*		12.1*
	SHARE OF AUDIENCE %	{	18	17 *		18 *	19	16 *		15 *		20 *		19 *		20 *		22 *
	AVG. AUD. BY ¼ HR. %	{	7.4	8.3	8.7	9.0	8.3	7.7	7.6	8.0	10.7	11.0	11.0	10.8	10.7	11.6	12.8	11.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	18,970 21.7				17,650 20.2				21,240 24.3							
	CBS TV				60 MINUTES			MURDER, SHE WROTE (R)(SD)					CBS SUNDAY MOVIE WITH INTENT TO KILL (R)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	13,980 16.0	15.5*		16.5*	14,770 16.9	16.4*		17.3*	14,950 17.1	15.4*		17.2*		17.9*		18.0*
	SHARE OF AUDIENCE %	{	34	34 *		34 *	33	33 *		33 *	31	29 *		30 *		32 *		33 *
	AVG. AUD. BY ¼ HR. %	{	15.1	16.0	16.4	16.7	16.2	16.7	17.3	17.3	15.2	15.6	16.8	17.6	17.8	17.9	18.0	18.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,220 9.4				9,530 10.9				14,600 16.7							
	NBC TV				OUR HOUSE (R)			RAGS TO RICHES (R)					NBC SUNDAY NIGHT MOVIE CARLY'S MEN					
	AVERAGE AUDIENCE (Households (000) & %)	{	5,510 6.3	6.2*		6.4*	7,080 8.1	7.7*		8.5*	8,130 9.3	8.4*		9.2*		9.7*		9.7*
	SHARE OF AUDIENCE %	{	13	13 *		13 *	16	15 *		16 *	17	16 *		16 *		17 *		16 *
	AVG. AUD. BY ¼ HR. %	{	6.0	6.4	6.4	6.5	7.5	7.8	8.3	8.8	8.3	8.5	9.2	9.2	9.7	9.7	9.3	10.1
TV HOUSEHOLDS USING TV WK. 1		45.3	47.3	47.6	48.6	49.3	50.2	50.5	51.5	52.7	54.0	54.3	54.6	55.2	56.2	56.3	55.9	53.8
(See Def. 1) WK. 2		45.9	46.5	47.8	49.2	49.6	51.0	51.6	52.6	52.0	54.5	56.8	57.3	56.2	56.3	55.8	53.9	

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. SUN. JULY 12, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 5, 1987

TIME

11:00

11:15

11:30

11:45

12:00

12:15

12:30

12:45

1:00

1:15

1:30

1:45

2:00

2:15

2:30

2:45

TOTAL AUDIENCE  
(Households (000) & %)

{

2,270

2.6

ABC WEEKEND  
REPORT-SUN.

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

2,190

2.5

SHARE OF AUDIENCE %

{

8

AVG. AUD. BY ¼ HR. %

{

2.5

W

TOTAL AUDIENCE  
(Households (000) & %)

{

3,580

4.1

CBS SUNDAY  
NEWS-OSGOOD

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

3,500

4.0

SHARE OF AUDIENCE %

{

8

AVG. AUD. BY ¼ HR. %

{

4.0

K

TOTAL AUDIENCE  
(Households (000) & %)

{

1,750

2.0

G MICHAELS  
SPORTS MACHINE  
(11:30-11:45PM)  
(SUSPENDING 11:45-12:00AM)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

1,750

2.0

SHARE OF AUDIENCE %

{

6

AVG. AUD. BY ¼ HR. %

{

2.0

1

TOTAL AUDIENCE  
(Households (000) & %)

{

3,060

3.5

ABC WEEKEND  
REPORT-SUN.

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

2,880

3.3

SHARE OF AUDIENCE %

{

14

AVG. AUD. BY ¼ HR. %

{

3.3

W

TOTAL AUDIENCE  
(Households (000) & %)

{

3,760

4.3

CBS SUNDAY  
NEWS-OSGOOD

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

3,580

4.1

SHARE OF AUDIENCE %

{

9

AVG. AUD. BY ¼ HR. %

{

4.1

E

E

K

TOTAL AUDIENCE  
(Households (000) & %)

{

1,140

1.3

G MICHAELS  
SPORTS MACHINE  
(11:30-11:45PM)  
(SUSPENDING 11:45-12:00AM)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

1,220

1.4

SHARE OF AUDIENCE %

{

5

AVG. AUD. BY ¼ HR. %

{

1.4

2

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

48.7

41.9

34.3

30.1

26.3

23.7

20.6

18.9

17.0

15.2

13.0

11.0

9.4

8.9

8.0

7.4

46.1

40.0

33.3

29.8

25.7

23.2

20.2

18.3

16.7

15.3

13.4

11.6

10.0

9.1

7.9

7.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. JULY 12, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 29-JULY 3, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,110 4.7 4,110 4.7 ← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) → GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) → AVERAGE AUDIENCE (Households (000) & %) { 3,320 3.8 3,410 3.9 SHARE OF AUDIENCE % { 23 18 AVG. AUD. BY ¼ HR. % { 3.6 3.8 3.9 3.8															
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 2,100 2.4 3,760 4.3 3,580 4.1 4,110 4.7 CBS MORNING NEWS 7:00AM ← MORNING PROGRAM → \$25,000 PYRAMID NEW CARD SHARKS AVERAGE AUDIENCE (Households (000) & %) { 1,570 1.8 1,750 2.0 1.8* 2.0* 2.3* SHARE OF AUDIENCE % { 13 10 11* 10* 10* AVG. AUD. BY ¼ HR. % { 1.7 1.9 1.8 1.8 1.9 2.0 2.2 2.4															
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,630 5.3 4,810 5.5 3,760 4.3 3,500 4.0 ← TODAY SHOW-7 30AM (CO-OP) (PARTICIPATING) → TODAY SHOW-8 30AM (CO-OP) (PARTICIPATING) → SALE OF THE CENTURY CLASSIC CONCENTRATION AVERAGE AUDIENCE (Households (000) & %) { 3,580 4.1 3,930 4.5 2,970 3.4 2,880 3.3 SHARE OF AUDIENCE % { 25 20 14 13 AVG. AUD. BY ¼ HR. % { 4.0 4.2 4.5 4.5 3.3 3.5 3.3 3.4															
	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 3,850 4.4 4,200 4.8 ← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) → GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) → (SUS-OP) (S) (OP) AVERAGE AUDIENCE (Households (000) & %) { 2,970 3.4 3,320 3.8 SHARE OF AUDIENCE % { 22 19 AVG. AUD. BY ¼ HR. % { 3.3 3.4 3.8 3.8															
WEEK 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 1,840 2.1 3,670 4.2 4,980 5.7 3,760 4.3 CBS MORNING NEWS 7:00AM (M)(OP) ← MORNING PROGRAM (M)(OP) → (S) (OP) → \$25,000 PYRAMID NEW CARD SHARKS (M)(S)(OP) (M)(S)(OP) AVERAGE AUDIENCE (Households (000) & %) { 1,310 1.5 1,660 1.9 1.8* 2.0* 1.9* SHARE OF AUDIENCE % { 12 10 11* 11* 9* AVG. AUD. BY ¼ HR. % { 1.6 1.5 1.7 1.8 2.0 2.1 1.9 1.9															
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,370 5.0 5,330 6.1 3,760 4.3 3,930 4.5 ← TODAY SHOW-7 30AM (CO-OP) (PARTICIPATING) → TODAY SHOW-8 30AM (CO-OP) (PARTICIPATING) → (S) (OP) (SUS-OP) → SALE OF THE CENTURY CLASSIC CONCENTRATION (M)(S)(OP) (SUS-OP) (M)(S)(OP) (SUS-OP) AVERAGE AUDIENCE (Households (000) & %) { 3,410 3.9 4,460 5.1 2,970 3.4 3,230 3.7 SHARE OF AUDIENCE % { 24 24 14 15 AVG. AUD. BY ¼ HR. % { 3.8 4.1 5.1 5.0 3.5 3.3 3.6 3.9															
	TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)	10.7	12.3	13.6	14.8	16.7	18.2	19.3	20.5	21.8	22.9	23.9	24.3	24.0	24.4	24.2	24.3
	WK. 2	11.6	12.9	14.2	16.1	17.9	19.2	20.0	21.3	23.1	24.1	25.1	25.7	25.8	26.2	26.3	26.6
	U.S. TV Households: 87,400,000																

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 6-10, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,980 5.7	3,500 4.0	2,880 3.3	4,020 4.6	7,870 9.0	7,690 8.8								
	ABC TV		WHO'S THE BOSS? M-F	WEBSTER M-F	RYAN'S HOPE	LOVING	ALL MY CHILDREN				ONE LIFE TO LIVE (S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,020 4.6	2,880 3.3	2,270 2.6	3,320 3.8	5,940 6.8	5,940 6.8	6.5*	7.1*	6.8*	6.8*	6.8*	6.8*	6.8*	6.8*
	SHARE OF AUDIENCE %	{	19	13	10	14	24	22*	25*	25*	23*	23*	23*	23*	24*	24*
W E E K 2	AVG. AUD. BY ¼ HR.	%	4.3	4.9	3.4	3.3	6.2	6.8	7.1	7.1	6.7	6.8	6.7	6.7	6.8	6.8
	TOTAL AUDIENCE (Households (000) & %)	{	6,380 7.3	8,040 9.2	9,350 10.7	5,770 6.6	7,780 8.9									
	CBS TV		PRICE IS RIGHT 1	PRICE IS RIGHT 2 (S)(OP)	YOUNG AND THE RESTLESS				BOLD AND THE BEAUTIFUL				AS THE WORLD TURNS (S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.1	6,820 7.8	7,080 8.1	5,070 5.8	6,290 7.2	7.2*	7.2*	7.2*	7.2*	7.2*	7.2*	7.2*	7.2*	7.2*
W E E K 3	SHARE OF AUDIENCE %	{	25	31	30	30*	25	20	20	20	25*	25*	25*	25*	25*	25*
	AVG. AUD. BY ¼ HR.	%	5.7	6.5	7.6	8.0	7.8	8.1	8.2	8.4	5.9	5.7	7.1	7.2	7.2	7.1
	TOTAL AUDIENCE (Households (000) & %)	{	5,680 6.5	4,460 5.1	4,020 4.6	3,230 3.7	7,780 8.9	5,330 6.1								
	NBC TV		WHEEL OF FORTUNE (M-TH)(S)(OP)	SCRABBLE (M-TH)(S)(OP)	SUPER PASSWORD (M-TH)(S)(OP)	WORDPLAY (M-TH)(S)(OP)	DAYS OF OUR LIVES (M-TH)(S)(OP)				ANOTHER WORLD (M-W)(S)(OP)					
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{	4,720 5.4	3,670 4.2	3,410 3.9	2,800 3.2	5,770 6.6	3,760 4.3	4.6*	4.6*	4.6*	4.6*	4.6*	4.6*	4.6*	4.6*
	SHARE OF AUDIENCE %	{	22	17	15	12	23	15	16*	16*	16*	16*	16*	16*	16*	16*
	AVG. AUD. BY ¼ HR.	%	5.3	5.4	4.0	4.4	6.2	6.5	6.8	6.9	4.6	4.6	3.6	4.2	4.2	4.2
	TOTAL AUDIENCE (Households (000) & %)	{	5,510 6.3	2,190 2.5	3,230 3.7	4,110 4.7	7,690 8.8	7,950 9.1								
W E E K 5	ABC TV		WHO'S THE BOSS? M-F (M)(SUS-OP)(S)(OP)	BARGAIN HUNTERS (M)(SUS-OP)(S)(OP)	RYAN'S HOPE (SUS-OP)(S)(OP)	LOVING	ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (M)(SUS-OP)(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,370 5.0	1,750 2.0	2,710 3.1	3,500 4.0	5,770 6.6	6,210 7.1	7.2*	7.2*	7.2*	7.2*	7.2*	7.2*	7.2*	7.2*
	SHARE OF AUDIENCE %	{	20	8	11	14	22	21*	23*	23*	24*	24*	24*	24*	24*	24*
	AVG. AUD. BY ¼ HR.	%	4.7	5.3	2.2	1.8	5.8	6.4	6.8	7.0	7.1	7.4	7.2	6.9	6.9	6.9
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	6,820 7.8	6,990 8.0	10,750 12.3	6,120 7.0	7,780 8.9									
	CBS TV		PRICE IS RIGHT 1 (M)(S)(OP)	PRICE IS RIGHT 2 (M)(S)(OP)	(S)(OP)	YOUNG AND THE RESTLESS (OP)				BOLD AND THE BEAUTIFUL (OP)				AS THE WORLD TURNS (S)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{	5,590 6.4	5,940 6.8	8,040 9.2	5,510 6.3	6,210 7.1	7.2*	7.2*	7.2*	7.2*	7.2*	7.2*	7.2*	7.2*	7.2*
	SHARE OF AUDIENCE %	{	22	23	34	33*	22	24	25*	25*	24	25*	25*	24*	24*	24*
W E E K 7	AVG. AUD. BY ¼ HR.	%	5.3	6.1	7.3	7.8	8.9	9.4	9.4	6.5	6.1	7.3	7.1	7.1	7.0	7.0
	TOTAL AUDIENCE (Households (000) & %)	{	6,030 6.9	4,810 5.5	4,370 5.0	3,760 4.3	7,170 8.2	5,420 6.2								
	NBC TV		WHEEL OF FORTUNE (M)(S)(OP)(SUS-OP)	SCRABBLE (M)(S)(OP)(SUS-OP)	SUPER PASSWORD (M)(S)(OP)(SUS-OP)	WORDPLAY (M)(S)(OP)	DAYS OF OUR LIVES				ANOTHER WORLD (M)(SUS-OP)(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	5,160 5.9	4,020 4.6	3,670 4.2	3,320 3.8	5,070 5.8	4,110 4.7	4.6*	4.6*	4.6*	4.6*	4.6*	4.6*	4.6*	4.6*
W E E K 8	SHARE OF AUDIENCE %	{	23	18	16	14	19	16	16*	16*	16*	16*	16*	16*	16*	16*
	AVG. AUD. BY ¼ HR.	%	5.9	5.8	4.6	4.7	5.2	5.6	6.0	6.3	4.7	4.6	4.8	4.8	4.8	4.8
	TV HOUSEHOLDS USING TV WK. 1		24.4	25.1	25.1	25.5	26.2	27.1	27.3	27.7	28.6	29.2	28.6	28.6	28.6	28.5
	(See Def. 1) WK. 2		26.4	26.7	27.4	28.2	28.9	28.9	28.8	29.0	29.7	30.7	30.8	31.1	30.6	30.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 29-JULY 3, 1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 8,130 9.3		GENERAL HOSPITAL (M)(H)(S)(OP)										{ 9,350 10.7 ABC WORLD NEWS TONIGHT	
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,120 7.0												{ 7,950 9.1	
	SHARE OF AUDIENCE %		{ 25												{ 20	
	AVG. AUD. BY 1/4 HR.		{ 7.0												{ 8.9 9.3	
	TOTAL AUDIENCE (Households (000) & %)		{ 6,820 7.8		GUIDING LIGHT (S)(SUS-OP)										{ 10,050 11.5 CBS EVENING NEWS- RATHER	
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,420 6.2												{ 8,390 9.6	
	SHARE OF AUDIENCE %		{ 22												{ 22	
	AVG. AUD. BY 1/4 HR.		{ 6.3												{ 9.6 9.5	
TOTAL AUDIENCE (Households (000) & %)		{ 4,720 5.4		SANTA BARBARA (M)(S)(OP)										{ 10,140 11.6 NBC NIGHTLY NEWS		
NBC TV																
AVERAGE AUDIENCE (Households (000) & %)		{ 3,320 3.8												{ 8,480 9.7		
SHARE OF AUDIENCE %		{ 13												{ 22		
AVG. AUD. BY 1/4 HR.		{ 3.7												{ 9.6 9.9		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 8,910 10.2		GENERAL HOSPITAL (M)(SUS-OP)(S)(OP)										{ 9,790 11.2 ABC WORLD NEWS TONIGHT	
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,640 7.6												{ 8,300 9.5	
	SHARE OF AUDIENCE %		{ 26												{ 20	
	AVG. AUD. BY 1/4 HR.		{ 7.6												{ 9.4 9.6	
	TOTAL AUDIENCE (Households (000) & %)		{ 6,210 7.1		GUIDING LIGHT (S)(S)(OP)										{ 9,610 11.0 CBS EVENING NEWS- RATHER	
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,890 5.6												{ 7,950 9.1	
	SHARE OF AUDIENCE %		{ 19												{ 20	
	AVG. AUD. BY 1/4 HR.		{ 6.0												{ 9.2 9.1	
TOTAL AUDIENCE (Households (000) & %)		{ 4,810 5.5		SANTA BARBARA (M)(SUS-OP)(S)(OP)										{ 10,580 12.1 NBC NIGHTLY NEWS		
NBC TV																
AVERAGE AUDIENCE (Households (000) & %)		{ 3,320 3.8												{ 9,090 10.4		
SHARE OF AUDIENCE %		{ 13												{ 23		
AVG. AUD. BY 1/4 HR.		{ 3.8												{ 10.3 10.6		

TV HOUSEHOLDS USING TV WK. 1	28.2	28.4	28.8	29.5	29.6	31.3	32.5	33.4	34.4	36.1	37.4	39.8	42.1	43.2	43.9	45.0
(See Def. 1) WK. 2	30.6	30.9	31.4	32.3	33.2	34.5	35.2	36.2	37.9	38.8	39.9	41.7	43.4	45.2	46.3	47.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 6-10, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 4, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				1,660 1.9		2,360 2.7		3,150 3.6		3,500 4.0		4,200 4.8		3,760 4.3	
	ABC TV	{				WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,310 1.5		1,750 2.0		2,800 3.2		2,970 3.4		3,580 4.1		3,230 3.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				11 1.3		13 1.8	2.2	18 3.1	3.4	15 3.3	3.4	16 3.9	4.3	14 3.7	3.7
K 2	TOTAL AUDIENCE (Households (000) & %)	{				2,530 2.9		2,360 2.7		6,820 7.8				6,380 7.3		6,820 7.8	
	CBS TV	{				BERENSTAIN BEARS		WILDFIRE		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,010 2.3		1,840 2.1		4,370 5.0	4.3*			5,330 6.1		5,860 6.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				17 2.1	2.5	13 1.8	2.3	24 4.0	22* 4.5	25* 5.2	24* 6.1	24 6.1	25 6.2	25 6.2	25 7.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				2,620 3.0		3,320 3.8		15,120 17.3							
	NBC TV	{				KISSYFUR		GUMMI BEARS (60)		WIMBLEDON TENNIS CHMP-SAT (9:00-2:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{				2,100 2.4		2,800 3.2		3,580 4.1	3.3*			4,460 5.1		3,500 4.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				18 2.2	2.5	20 3.0	3.4	16 3.0	17* 3.6	20* 4.2	20* 4.6	21* 4.9	21* 5.6	18* 5.2	18* 4.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				1,920 2.2		3,500 4.0		3,760 4.3		3,930 4.5		4,460 5.1		3,500 4.0	
	ABC TV	{				WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,570 1.8		2,710 3.1		3,230 3.7		3,230 3.7		3,670 4.2		2,880 3.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				14 1.6	2.0	19 2.7	3.4	18 3.6	3.8	16 3.3	4.0	17 4.1	4.3	13 3.3	3.3
K 2	TOTAL AUDIENCE (Households (000) & %)	{				1,920 2.2		2,800 3.2		5,240 6.0				4,460 5.1		4,810 5.5	
	CBS TV	{				BERENSTAIN BEARS		WILDFIRE		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,570 1.8		2,190 2.5		3,670 4.2	4.0*			3,930 4.5		4,020 4.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				14 1.6	1.9	15 2.2	2.7	19 3.8	19* 4.1	20* 4.5	20* 4.5	18 4.5	18 4.4	18 4.5	18 4.7
K 2	TOTAL AUDIENCE (Households (000) & %)	{				1,920 2.2		3,230 3.7		3,670 4.2		4,630 5.3		4,890 5.6		4,890 5.6	
	NBC TV	{				KISSYFUR		GUMMI BEARS (60)		SMURFS I		SMURFS II		SMURFS III (60)		ALVIN AND THE CHIPMUNKS	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,660 1.9		2,360 2.7		2,880 3.3		3,580 4.1		4,020 4.6		4,110 4.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				15 1.8	2.0	18 2.6	2.9	16 3.1	3.6	18 4.1	4.2	18 4.6	19 4.6	19 4.8	19 4.6
TV HOUSEHOLDS USING TV WK 1		8.0	9.0	10.3	11.3	13.0	15.0	16.3	18.3	20.4	22.1	22.3	24.0	26.1	26.8	26.8	27.6
(See Def. 1) WK. 2		8.1	9.4	10.6	12.3	14.1	16.1	17.2	18.4	20.7	22.8	22.4	23.4	24.5	25.0	24.6	24.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. JULY 11, 1987



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 4, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,980 5.7	4,980 5.7		3,410 3.9		2,710 3.1		2,800 3.2							
	ABC TV		BUGS BUNNY & TWEETY SHOW	ALL NEW EWOKS		ABC WEEKEND SPECIALS		HEALTH SHOW		AMERICAN BANDSTAND							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,020 4.6	3,850 4.4		2,970 3.4		2,100 2.4		2,190 2.5							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	17 4.2	16 5.0	4.4	12 3.5	3.4	9 2.3	2.5	9 2.5	2.5						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,680 6.5	3,930 4.5		3,850 4.4		3,320 3.8									
	CBS TV		DUNGEONS AND DRAGONS	LAND OF THE LOST		GALAXY HIGH SCHOOL		CBS STORYBREAK									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,890 5.6	3,500 4.0		3,230 3.7		2,620 3.0									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 5.7	14 5.5	14 4.2	13 3.9	11 3.6	11 3.1	2.8								
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{												5,160 5.9	13,550 15.5		
	NBC TV													(1) (-OP)	NBC MAJOR LEAGUE BASEBALL		
	AVERAGE AUDIENCE (Households (000) & %)	{		3.9*		3.4*		3.7*	3.8*		4.1*		4.9*	4,810 5.5	5,940 6.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	4.2	14 * 3.6	12 * 3.4	12 * 3.5	13 * 3.7	14 * 3.7	14 * 3.8	15 * 4.2	18 * 4.0	18 * 4.8	18 * 4.9	20 5.4	24 6.3	25 * 6.9	7.1* 7.1
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	4,110 4.7	3,410 3.9		2,970 3.4		1,750 2.0		2,450 2.8						4,460 5.1	
	ABC TV		BUGS BUNNY & TWEETY SHOW	ALL NEW EWOKS		ABC WEEKEND SPECIALS		HEALTH SHOW		AMERICAN BANDSTAND							
	AVERAGE AUDIENCE (Households (000) & %)	{	3,150 3.6	2,620 3.0		2,270 2.6		1,490 1.7		2,010 2.3						1,840 2.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 3.7	12 3.4	10 3.0	10 2.6	6 2.7	8 1.7	8 1.7	8 2.3	8 2.3					7 1.5	6.6* 1.7
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	3,850 4.4	2,710 3.1		2,620 3.0		3,850 4.4									
	CBS TV		DUNGEONS AND DRAGONS	LAND OF THE LOST		GALAXY HIGH SCHOOL		CBS STORYBREAK									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,150 3.6	2,190 2.5		2,100 2.4		3,060 3.5									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 3.6	10 3.5	10 2.5	10 2.3	6 2.5	13 3.3	13 3.8								
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	4,720 5.4	4,200 4.8		3,320 3.8		1,840 2.1		4,460 5.1	13,900 15.9						
	NBC TV		FOOFUR	IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		MAIN STREET		(2)	NBC MAJOR LEAGUE BASEBALL NY PETS VS HOUSTON (1:45-9:08PM)						
	AVERAGE AUDIENCE (Households (000) & %)	{	3,930 4.5	3,760 4.3		2,710 3.1		1,310 1.5		4,110 4.7	6,030 6.9						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 4.2	17 4.7	17 4.5	12 3.1	6 3.0	6 1.4	6 1.5	18 4.7	23 4.7	20 * 5.6	22 * 6.3	22 * 6.4	22 * 6.4	22 * 6.4	22 * 6.1
TV HOUSEHOLDS USING TV		WK 1	27.3	27.9	27.9	28.2	27.5	27.6	27.1	27.1	27.0	27.7	27.6	27.7	27.7	27.6	27.9
(See Def. 1)		WK 2	24.9	25.8	25.5	25.3	25.1	25.8	26.6	27.6	27.3	27.4	27.4	28.6	28.7	29.4	28.9

U.S. TV Households: 87,400,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:19PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (1:30-1:45PM)

For explanation of symbols, See page A.

DAY SAT. JULY 11, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 4, 1987

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
		TOTAL AUDIENCE (Households (000) & %)	7,170 8.2																	5,940 6.8 ABC WRLD NEWS TONIGHT-SAT																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
		ABC TV	ABC WIDE WORLD-SPORTS SAT																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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		TOTAL AUDIENCE (Households (000) & %)	6,030 6.9																	4,890 5.6	5,680 6.5 CBS SAT NEWS- SCHIEFFER																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
		CBS TV	CBS SPORTS SAT SPEC ED OLD TIMER'S BASEBALL CLASSIC																	CANADIAN OPEN GOLF-SAT																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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		NBC TV	NBC MAJOR LEAGUE BASEBALL (VARIOUS TEAMS AND TIMES) (MULTI-SEGMENT TELECAST)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
K		AVERAGE AUDIENCE (Households (000) & %)	6.9* 25* 7.1																	6.5* 24* 6.6	6.6* 24* 6.6	7.1* 25* 7.2	6.6* 23* 8.6	5.6* 19* 5.7	5,770 6.6 20 6.7	6.5																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
		SHARE OF AUDIENCE %	2.1																	2.2	2.3	2.5	2.7	2.1	2.5	2.4	2.5	2.4	2.9	3.5	4.1	4.8																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. JULY 11, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 5, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

E

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK. 1	6.4	7.3	8.3	9.2	11.6	12.8	14.5	16.1	17.9	19.8	21.4	23.4	24.3	24.8	25.0	25.0
(See Def. 1)	WK. 2	7.0	7.4	8.6	10.2	11.9	13.7	15.3	16.5	18.1	19.0	20.0	21.0	22.2	23.4	23.6	24.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. JULY 12, 1987

For explanation of symbols See page A

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 5, 1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)		6,030 6.9														6,290 7.2 ABC WRLD NEWS TONIGHT-SUN																
	ABC TV																																
	AVERAGE AUDIENCE (Households (000) & %)		2,620 3.0														5,070 5.8																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		9 2.6														14 5.4																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		8,220 9.4														6,470 7.4 CBS EVENING NEWS-SUNDAY																
	CBS TV		CANADIAN OPEN GOLF-SUN. (2:00-3:02PM) (OP)														CBS SPORTS SUNDAY (4:02-5:00PM) (OP)																
	AVERAGE AUDIENCE (Households (000) & %)		3,410 3.9														5,510 6.3																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		12 3.7														15 5.9																
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		8,570 9.8														7,340 8.4 NBC NIGHTLY NEWS-SUN																
	NBC TV		SPORTSWORLD																														
	AVERAGE AUDIENCE (Households (000) & %)		3,930 4.5														5,940 6.8																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		13 2.9														16 6.7																
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		3,060 3.5														5,680 6.5 ABC WRLD NEWS TONIGHT-SUN																
	ABC TV		WORLD 12 METER YACHTING														US SENIOR OPEN CHAMP.-SUN																
	AVERAGE AUDIENCE (Households (000) & %)		1,750 2.0														4,720 5.4																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		6 2.0														12 5.5																
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		9,260 10.6														6,820 7.8 CBS EVENING NEWS-SUNDAY																
	CBS TV		CBS SPORTS SUNDAY (4:00-5:01PM) (OP)														CBS EVENING NEWS-SUNDAY (OP)																
	AVERAGE AUDIENCE (Households (000) & %)		3,320 3.8														5,590 6.4																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		11 3.9														15 6.0																
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		7,520 8.6														9,000 10.3 NBC NIGHTLY NEWS-SUN																
	NBC TV		ANHEUSER BUSCH GOLF-SUN. (2:30-3:34PM) (OP)														SPORTSWORLD (4:34-5:00PM) (OP)																
	AVERAGE AUDIENCE (Households (000) & %)		3,320 3.8														7,340 8.4																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		11 2.6														19 8.3																
TV HOUSEHOLDS USING TV WK. 1																		31.9	32.1	32.1	32.3	32.2	34.2	35.1	35.7	35.8	36.2	37.3	38.4	40.2	41.3	42.4	43.6
(See Def. 1) WK. 2																		31.7	32.1	33.0	33.7	33.7	33.9	35.1	35.8	36.4	37.3	38.5	40.1	41.4	42.5	43.5	44.5

TV HOUSEHOLDS USING TV WK. 1	31.9	32.1	32.1	32.3	32.2	34.2	35.1	35.7	35.8	36.2	37.3	38.4	40.2	41.3	42.4	43.6
(See Def. 1) WK. 2	31.7	32.1	33.0	33.7	33.7	33.9	35.1	35.8	36.4	37.3	38.5	40.1	41.4	42.5	43.5	44.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. JULY 12, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC MONDAY NIGHT BASEBALL	1	8.00-12.00MD	~GRID	22,370	25.6	7,950	9.1	17			17,650	20.2	7,870	9.0	16		
	2	8.00-10.43PM	~GRID											8.0*	14*	8.1	
		10.30							10.1								
		11.00							9.4								
		11.15						9.8*	19*								
		11.30								10.3							
ABC ABC NEWSBRIEF-MON	1	8.05- 8.06PM	8.00	4,890	5.6	4,890	5.6	12	5.6		6,120	7.0	6,120	7.0	13	7.0	
	2	8.04- 8.05PM	8.00														
CBS WE THE PEOPLE-SUS.(SUS)	2	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	9,880	11.3	9,880	11.3	19	11.3		9,350	10.7	9,350	10.7	18	10.7	
NBC MOVIE OF THE WEEK-TUESDAY	2	9.07-11.07PM	~GRID								19,140	21.9	9,880	11.3	20	12.7	
		11.00												12.7*	25*	12.7	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	8,300	9.5	8,300	9.5	18	9.5		6,820	7.8	6,820	7.8	15	7.8	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	6,030	6.9	6,030	6.9	12	6.9		5,510	6.3	5,510	6.3	11	6.3	
CBS WE THE PEOPLE-SUS(SUS)		8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	5,860	6.7	5,860	6.7	12	6.7		5,420	6.2	5,420	6.2	11	6.2	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.44- 8.45PM	8.30	6,640	7.6	6,640	7.6	18	7.6		6,820	7.8	6,820	7.8	18	7.8	
	2	8.40- 8.41PM	8.30														
ABC ABC NEWSBRIEF-FRI	1	9.59-10.00PM	9.45	5,160	5.9	5,160	5.9	12	5.9		8,650	9.9	8,650	9.9	20	9.9	
	2	10.01-10.02PM	10.00														
CBS WE THE PEOPLE SUS(SUS)		8.58- 8.59PM	8.45								18,090	20.7	6,380	7.3	16	8.1	
NBC NBC MAJOR LGE BSBL GM FRI(S)	2	8.15-11.22PM	~GRID													8.2*	17*
		11.00														8.4	
		11.15															
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.	1	8.39- 8.40PM	8.30	6,210	7.1	6,210	7.1	18	7.1		4,110	4.7	4,110	4.7	11	4.7	
	2	8.57- 8.58PM	8.45														
ABC ABC SPORTS UPDATE-SAT	1	9.49- 9.50PM	9.45	6,030	6.9	6,030	6.9	18	6.9		6,120	7.0	6,120	7.0	15	7.0	
	2	9.55- 9.56PM	9.45														
CBS SPORTSBREAK-SAT	2	8.57- 8.58PM	8.45								3,150	3.6	3,150	3.6	8	3.6	
	1	9.05- 9.06PM	9.00	2,880	3.3	2,880	3.3	9	3.3								
CBS NEWSBREAK-SAT.	1	9.57- 9.59PM	9.45	2,710	3.1	2,450	2.8	7	2.8		2,360	2.7	2,360	2.7	6	2.7	
	2	9.58- 9.59PM	9.45														
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.57- 8.59PM	8.45	5,680	6.5	5,160	5.9	11	5.9								
CONT'D																	

A-39

U.S. TV HOUSEHOLDS: 87,400,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)



DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																			
ABC ABC SPORTS UPDATE-SUN-CONT'D	2	8.56- 8.57PM	8.45									6,640	7.6	6,640	7.6	14	7.6		
ABC ABC NEWSBRIEF-SUN.	2	9.58- 9.59PM	9.45									8,390	9.6	8,390	9.6	17	9.6		
	1	10.02-10.03PM	10.00	7,870	9.0	7,870	9.0	16	9.0										
CBS SPORTSBREAK-SUN	2	8.28- 8.29PM	8.15									12,760	14.6	12,760	14.6	29	14.6		
	1	8.52- 8.53PM	8.45	7,170	8.2	7,170	8.2	16	8.2										
CBS NEWSBREAK-SUN.	1	9.58-10.00PM	9.45	6,030	6.9	5,940	6.8	12	6.8										
	2	9.58- 9.59PM	9.45									9,260	10.6	9,260	10.6	18	10.6		
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	6,560	7.5	5,070	5.8	16	6.6	TU-F		7,520	8.6	6,120	7.0	19	7.5	TU-F	
							5.9*	16*	5.2	TU-F							6.6	TU-F	
							5.6*	18*	4.8	TU&TH							5.9	TU-F	
ABC ABC NEWS:NIGHTLINE-MON.	2	11.30-12.00MD	11.30 11.45									6,290	7.2	4,630	5.3	14	5.9	MON.	
																	4.7	MON.	
ABC ABC NEWS:NIGHTLINE-THU	2	12.01-12.13AM	12.00									5,240	6.0	5,070	5.8	19	5.8	THU.	
ABC MONDAY SPORTSNITE	2	12.00- 1.00AM	12.00 12.15 12.30 12.45									2,620	3.0	1,220	1.4	6	2.2	MON.	
															1.8*	6*	1.4	MON.	
																1.0*	5*	1.0	MON.
																	.9	MON.	
ABC ABC NEWS:NIGHTLINE-MON.	1	12.56- 1.26AM	12.45	3,060	3.5	2,360	2.7	13	3.2	MON.									
			1.00 1.15						2.8 2.4	MON. MON.									
ABC MONDAY SPORTSNITE	1	1.26- 2.26AM	1.15 1.30 1.45 2.00 2.15	1,660	1.9	1,050	1.2	8	1.7 1.3 1.0 1.1	MON. MON. MON. MON.									
									1.2* 1.1*	8* 9*									
CBS WE THE PEOPLE		8.58- 8.59PM	8.45	7,780	8.9	7,780	8.9	16	8.9	TU&TH		5,680	6.5	5,680	6.5	12	6.5	TU&TH	
CBS NEWSBREAK-M-F		>	9.45 10.00	5,680	6.5	5,510	6.3	11	6.6 5.6	M-F THU.		5,860	6.7	5,860	6.7	12	6.6 7.3	M-F TUE.	
CBS CBS LATE NIGHT I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15	6,030	6.9	4,110	4.7	16	5.0 4.7 4.6 4.6 4.3	M-TH M-TH M-TH M-TH M-TH		5,160	5.9	3,670	4.2	17	5.8 5.4 4.3 4.2 4.0 3.5 3.5	M-TH MON. M-TH M-TH M-TH M-TH TU-TH	
									4.8* 4.6* 4.1*	14* 18* 19*					5.6* 4.3* 3.7*	17* 15* 17*	5.4 4.2 4.0 4.0 3.5 3.5	MON. M-TH M-TH M-TH M-TH TU-TH	
															3.6* 3.2	20* 19	3.2 7.4	TU-TH WED.	
CBS CBS NEWS SPEC RPT(S)	2	11.30-12.00MD	11.30 11.45									7,080	8.1	5,860	6.7	19	6.1	WED.	
CBS CBS NEWS SPEC RPT.(S)	2	11.30-12.03AM	11.30 11.45 12.00									6,380	7.3	5,160	5.9	16	5.6 5.1	THU. THU.	
CBS CBS NEWS SPEC.(S)	2	11.30-12.11AM	11.30 11.45 12.00									6,820	7.8	4,370	5.0	14	5.8 4.6 4.6	TUE. TUE. TUE.	
															5.2* 4.6*	14* 15*	4.6 4.6	TUE. TUE.	
CBS IN PERSON FROM THE PALACE CONT'D		11.30-12.30AM	11.30	3,500	4.0	1,660	1.9	6	2.6	FRI.		3,410	3.9	1,840	2.1	7	2.7	FRI.	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
CBS IN PERSON FROM THE PALACE-CONT'D																	
			11.45				2.2*	7*	1.8	FRI.				2.4*	7*	2.1	FRI.
			12.00						1.8	FRI.						1.9	FRI.
			12.15				1.6*	6*	1.5	FRI.				1.9*	6*	1.8	FRI.
CBS CBS LATE NIGHT II		>	12.30	2,970	3.4	2,270	2.8	14	2.9	M-F	2,880	3.3	2,270	2.6	15	3.1	M-F
			12.45				2.7*	13*	2.6	M-F				2.7*	12*	2.8	M & F
			1.00						2.5	M-F						2.8	M-F
			1.15				2.5*	15*	2.2	M-F				2.6*	15*	2.4	M-F
			1.30													2.5	TU-TH
			1.45											2.5*	19*	2.4	TU-TH
			2.00													1.6	TUE.
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	870	1.0	790	.9	8	1.0	M-THSU	1,140	1.3	1,050	1.2	12	1.2	M & SU
			2.15						.9	M-THSU						1.2	M & SU
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	GRID	1,220	1.4	1,140	1.3	15		M-THSU	1,310	1.5	1,220	1.4	16		M-THSU
			2.30						1.3	M-THSU						1.5	M-THSU
			2.45						1.2	M-THSU						1.4	M-THSU
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	1,750	2.0	870	1.0	18	1.3	M-THSU	2,010	2.3	1,050	1.2	21	1.6	M-THSU
			3.15				1.2*	17*	1.2	M-THSU				1.5*	21*	1.4	M-THSU
			3.30						1.2	M-THSU						1.4	M-THSU
			3.45				1.2*	19*	1.1	M-THSU				1.3*	20*	1.3	M-THSU
			4.00						1.1	M-THSU						1.2	M-THSU
			4.15				1.0*	18*	1.0	M-THSU				1.2*	21*	1.2	M-THSU
			4.30						.9	M-THSU						1.1	M-THSU
			4.45				.9*	17*	.9	M-THSU				1.0*	19*	1.0	M-THSU
			5.00						.9	M-THSU						1.0	M-THSU
			5.15				.9*	18*	.9	M-THSU				.9*	18*	.9	M-THSU
			5.30						.8	M-THSU						.9	M-THSU
			5.45				.8*	16*	.8	M-THSU				.9*	17*	.9	M-THSU
NBC TONIGHT SHOW	2	>	11.30								10,490	12.0	6,120	7.0	22	7.7	M-F
			11.45											7.5*	21*	7.2	M-F
			12.00													7.2	M-F
			12.15											6.7*	23*	6.3	M-F
			12.30													5.7	TU & F
			12.45											5.9*	22*	5.9	TU & F
NBC WIMBLEDON UPDATE-FRI(S)	1	11.30-11.45PM	11.30	5,590	6.4	5,420	6.2	17	6.2	FRI.							
NBC WIMBLEDON UPDATE-MON(S)	1	11.30-11.45PM	11.30	5,940	6.8	5,680	6.5	17	6.5	MON.							
NBC WIMBLEDON UPDATE-THU(S)	1	11.30-11.45PM	11.30	6,730	7.7	6,470	7.4	19	7.4	THU.							
NBC WIMBLEDON UPDATE-TUE(S)	1	11.30-11.45PM	11.30	7,780	8.9	7,250	8.3	22	8.3	TUE.							
NBC WIMBLEDON UPDATE-WED(S)	1	11.30-11.45PM	11.30	6,470	7.4	6,210	7.1	18	7.1	WED.							
NBC TONIGHT SHOW	1	11.45-12.45AM	11.45	8,830	10.1	5,160	5.9	20	5.8	M-F							
			12.00						6.2	M-F							
			12.15				6.2*	22*	6.2	M-F							
			12.30				5.5*	23*	5.5	M-F							
NBC DAVID LETTERMAN I	2	>	12.30								4,720	5.4	3,930	4.5	21	4.9	M-F
CONT'D	1	12.45- 1.15AM	12.45	4,460	5.1	3,580	4.1	21	4.2	MTUWF						4.4	M-F

A-43

U.S. TV HOUSEHOLDS: 87,400,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY 1/4 HR %	TELE CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY 1/4 HR %	TELE CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
NBC DAVID LETTERMAN I-CONT'D			1.00						4.1	MTUWF						4.1	TU & F
			1.15													3.8	TU & F
NBC WIMBLEDON-MEN'S QTR-FNL(S)	1	12.45- 2.45AM	12.45	4,280	4.9	1,920	2.2	14	3.6	THU.							
			1.00						3.0	THU.							
			1.15						2.7	THU.							
			1.30						2.3	THU.							
			1.45						2.1	THU.							
			2.00						1.7	THU.							
			2.15						1.4	THU.							
			2.30						1.1	THU.							
NBC DAVID LETTERMAN II	2		1.00														
	1	1.15- 1.45AM	1.15	3,500	4.0	2,710	3.1	19	3.4	MTUWF	3,760	4.3	3,060	3.5	21	3.8	M-F
			1.30						2.9	MTUWF						3.4	M-F
			1.45													3.5	TU & F
																3.0	TU & F
NBC FRIDAY NIGHT VIDEOS	1	1.45- 2.45AM	1.45	3,410	3.9	2,270	2.6	21	3.0	FRI.							
	2	1.54- 2.54AM	1.45														
			2.00						2.9	FRI.	2,450	2.8	1,570	1.8	14	2.4	FRI.
			2.15						2.4	FRI.						2.1	FRI.
			2.30						2.0	FRI.						1.9	FRI.
			2.45													1.6	FRI.
																1.3	FRI.

## DAY MONDAY-FRIDAY

ABC ABC WLD NWS-MRN-615-FR(B)	2	6.15- 6.30AM	6.15								870	1.0	790	.9	12	.9	FRI.
ABC ABC WLD NWS-MRN-615-TH(B)	2	6.15- 6.30AM	6.15								1,050	1.2	790	.9	11	.9	THU.
ABC ABC WLD NWS-MRN-615-TU(B)	2	6.15- 6.30AM	6.15								700	.8	610	.7	8	.7	TUE.
ABC ABC WLD NWS-MRN-615-WF(B)	2	6.15- 6.30AM	6.15								1,050	1.2	960	1.1	12	1.1	WED.
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	870	1.0	790	.9	12	.9	M-F	1,310	1.5	1,310	1.5	19	1.5	MON.
ABC ABC WORLD NEWS-MORN-645A	2	6.30- 6.45AM	6.30								2,360	2.7	2,190	2.5	25	2.5	MON.
ABC ABC WLD NWS-MRN-645-FR(B)	2	6.45- 7.00AM	6.45								2,010	2.3	1,750	2.0	16	2.0	FRI.
ABC ABC WLD NWS-MRN-645-TH(B)	2	6.45- 7.00AM	6.45								1,660	1.9	1,570	1.8	15	1.8	THU.
ABC ABC WLD NWS-MRN-645-TU(B)	2	6.45- 7.00AM	6.45								1,660	1.9	1,490	1.7	13	1.7	TUE.
ABC ABC WLD NWS-MRN-645-WF(B)	2	6.45- 7.00AM	6.45								2,100	2.4	1,920	2.2	17	2.2	WED.
ABC ABC WORLD NEWS-MORN-645A	1	6.45- 7.00AM	6.45	1,750	2.0	1,570	1.8	17	1.8	M-F							
ABC GOOD MORN AMER-FR-730(B)	2	7.30- 8.00AM	7.30								3,850	4.4	2,880	3.3	17	2.9	FRI.
			7.45													3.8	FRI.
ABC GOOD MORN AMER-THU-730(B)	2	7.30- 8.00AM	7.30								2,530	2.9	2,100	2.4	14	2.2	THU.
			7.45													2.7	THU.
ABC GOOD MORN AMER-TUE-730(B)	2	7.30- 8.00AM	7.30								2,880	3.3	2,360	2.7	15	2.7	TUE.
			7.45													2.7	TUE.
ABC GOOD MORN AMER-WED-730(B)	2	7.30- 8.00AM	7.30								3,410	3.9	2,530	2.9	16	2.7	WED.
			7.45													3.1	WED.
ABC GOOD MORN AMER-FR-830(B)	2	8.30- 9.00AM	8.30								2,270	2.6	2,010	2.3	11	2.4	FRI.
			8.45													2.2	FRI.
ABC GOOD MORN AMER-THU-830(B)	2	8.30- 9.00AM	8.30								1,750	2.0	1,400	1.6	8	1.6	THU.
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	#	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																	
ABC GOOD MORN AMER-THU-830(B)-CONT'D																	
			8.45													1.6 THU.	
ABC GOOD MORN AMER-TUE-830(B)	2	8.30- 9.00AM	8.30							2,100	2.4	1,660	1.9	9	2.0 TUE.		
			8.45												1.9 TUE.		
ABC GOOD MORN AMER-WED-830(B)	2	8.30- 9.00AM	8.30							2,360	2.7	1,840	2.1	10	1.9 WED.		
			8.45												2.3 WED.		
ABC IRAN/CONTRA HEARINGS(SUS)	2	9.00-12.11PM	9.00													TUE.	
ABC IRAN/CONTRA HEARINGS-2(SUS)	2	9.00-12.14PM	9.00													WED.	
ABC IRAN/CONTRA HEARINGS-3(S)	2	9.00-12.06PM	9.00							9,960	11.4	3,500	4.0	16	3.1 THU.		
			9.15												3.2* 15*	3.3 THU.	
			9.30												3.7* 16*	3.6 THU.	
			9.45												3.7* 16*	3.8 THU.	
			10.00												3.7* 16*	3.8 THU.	
			10.15												4.0* 17*	4.1 THU.	
			10.30												4.0* 17*	4.1 THU.	
			10.45												4.2* 16*	4.2 THU.	
			11.00												4.2* 16*	4.1 THU.	
			11.15												4.2* 16*	4.2 THU.	
			11.30												4.2* 16*	4.3 THU.	
			11.45												4.4 THU.		
															4.6* 17*	4.8 THU.	

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D																	
ABC IRAN-CONTRA HEARINGS-3(S)-CONT'D																	
			3.15											6.1* 19*	6.0 THU.		
			3.30											5.9 THU.	5.9 THU.		
			3.45											6.0* 19*	6.0 THU.		
			4.00											5.6 THU.	5.6 THU.		
			4.15											5.7* 17*	5.8 THU.		
			4.30											5.7 THU.	5.7 THU.		
			4.45											5.8* 16*	5.9 THU.		
			5.00											7.0* 19*	7.0 THU.		
ABC IRAN-CONTRA HEARINGS-4(S)	2	2.00- 5.18PM	2.00								15,030 17.2	5,240	6.0 18	6.3 FRI.	6.3 FRI.		
			2.15										6.1* 20*	5.9 FRI.	5.9 FRI.		
			2.30										5.8 FRI.	5.8 FRI.	5.8 FRI.		
			2.45										5.5* 18*	5.2 FRI.	5.2 FRI.		
			3.00										5.6 FRI.	5.6 FRI.	5.6 FRI.		
			3.15										5.5* 17*	5.4 FRI.	5.4 FRI.		
			3.30										5.9* 18*	5.8 FRI.	5.8 FRI.		
			3.45										6.3* 18*	5.9 FRI.	6.4 FRI.		
			4.00										6.2* 17*	6.2 FRI.	6.2 FRI.		
			4.15											5.9 FRI.	5.9 FRI.		
			4.30											6.4 FRI.	6.4 FRI.		
			4.45														

[illegible]

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2										
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
DAY MONDAY-FRIDAY-CONT'D			8.30													1.4	FRI.		
CBS MORNING PROGRAM-FR(B)-CONT'D			8.45													1.8	FRI.		
CBS MORNING PROGRAM-TH(B)	2	7.30- 9.00AM	7.30								3,150	3.6	1,140	1.6*	8*	1.0	THU.		
			7.45											1.3	7	1.1	THU.		
			8.00											1.0*	7*	1.1	THU.		
			8.15													1.1	THU.		
			8.30											1.1*	6*	1.0	THU.		
			8.45													1.7	THU.		
CBS MORNING PROGRAM-TUE(B)	2	7.30- 9.00AM	7.30								3,060	3.5	1,310	1.9*	9*	2.0	THU.		
			7.45											1.5	8	1.5	TUE.		
			8.00											1.5*	10*	1.6	TUE.		
			8.15													1.5	TUE.		
			8.30											1.5*	8*	1.5	TUE.		
			8.45													1.4	TUE.		
CBS MORNING PROGRAM-WED(B)	2	7.30- 9.00AM	7.30								3,230	3.7	1,400	1.4*	6*	1.4	TUE.		
			7.45											1.6	9	1.3	WED.		
			8.00											1.4*	9*	1.4	WED.		
			8.15													1.9	WED.		
			8.30											1.9*	10*	1.8	WED.		
			8.45													1.7	WED.		
CBS IRAN CONTRA HEARINGS 10(S)	2	9.00-12.13PM	9.00								10,490	12.0	3,580	1.7*	8*	1.7	WED.		
														4.1	16	2.9	WED.		
			9.15													2.9*	14*	2.8	WED.
			9.30													3.2*	14*	3.0	WED.
			9.45															3.5	WED.
			10.00													3.8*	15*	3.6	WED.
			10.15															4.0	WED.
			10.30													4.5*	18*	4.3	WED.
			10.45															4.6	WED.
			11.00													4.6*	17*	4.6	WED.
			11.15															4.9	WED.
			11.30													5.2*	19*	5.4	WED.
			11.45													5.4*	19*	5.4	WED.
			12.00																
CBS IRAN CONTRA HEARINGS 12(S)	2	9.00-12.05PM	9.00								9,440	10.8	3,320	3.8	15	2.8	THU.		
			9.15											2.8*	14*	3.4	THU.		
			9.30													3.3*	14*	3.2	THU.
			9.45													3.7*	15*	3.4	THU.
			10.00													3.7*	15*	3.9	THU.
			10.15															3.7	THU.
			10.30													3.7*	15*	3.8	THU.
			10.45															4.3	THU.
			11.00													4.4*	17*	4.5	THU.
			11.15															4.6	THU.
			11.30													4.6*	17*	4.6	THU.
			11.45															5.3	THU.
			12.00																
CBS IRAN CONTRA HEARINGS 14(S)	2	9.00-12.09PM	9.00								11,360	13.0	3,850	4.4	18	3.0	FRI.		
			9.15											3.2*	15*	3.5	FRI.		
			9.30													3.9	FRI.		
CONT'D																			



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

WEEK 1														WEEK 2													
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS										
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %									
DAY MONDAY-FRIDAY-CONT'D			9.45																								
CBS IRAN CONTRA HEARINGS 14(S)-CONT'D			10.00																								
			10.15																								
			10.30																								
			10.45																								
			11.00																								
			11.15																								
			11.30																								
			11.45																								
			12.00																								
CBS IRAN CONTRA HEARINGS 8(S)	2	9.00-12.15PM	9.00																								
			9.15																								
			9.30																								
			9.45																								
			10.00																								
			10.15																								
			10.30																								
			10.45																								
			11.00																								
			11.15																								

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D																	
CBS IRAN CONTRA HEARINGS 11(S)-CONT'D																	
			5.00														
CBS IRAN CONTRA HEARINGS 13(S)	2	2.00- 5.00PM	2.00								10,840	12.4	5,070	6.3* 17*	6.3	WED.	
			2.15											5.8 18	4.9	THU.	
			2.30											5.0* 17*	5.0	THU.	
			2.45											5.2	5.2	THU.	
			3.00											5.2* 17*	5.1	THU.	
			3.15											5.2	5.3	THU.	
			3.30											5.2* 17*	5.3	THU.	
			3.45											5.4* 17*	5.5	THU.	
			4.00											5.4	5.4	THU.	
			4.15											6.5* 19*	6.3	THU.	
			4.30											6.5* 19*	6.7	THU.	
			4.45											7.2* 20*	7.1	THU.	
CBS IRAN CONTRA HEARINGS 15(S)	2	2.00- 5.16PM	2.00								13,550	15.5	5,770	6.6 20	6.1	FRI.	
			2.15											6.2* 20*	6.3	FRI.	
			2.30											6.2* 20*	6.1	FRI.	
			2.45											6.2* 20*	6.3	FRI.	
			3.00											6.2* 20*	6.4	FRI.	
			3.15											6.5* 20*	6.6	FRI.	
			3.30											6.9	6.9	FRI.	
			3.45											7.0* 21*	7.1	FRI.	
			4.00											6.7* 19*	6.7	FRI.	
			4.15											6.7* 19*	6.7	FRI.	
			4.30											7.3* 21*	7.1	FRI.	
			4.45											7.3* 21*	7.5	FRI.	
			5.00											6.3	6.3	FRI.	
			5.15											6.3* 17*	6.0	FRI.	
CBS IRAN CONTRA HEARINGS 9(S)	2	2.00- 5.09PM	2.00								13,200	15.1	4,810	5.5 16	6.2	TUE.	
			2.15											6.3* 20*	6.4	TUE.	
			2.30											5.9* 18*	5.6	TUE.	
			2.45											5.4* 16*	5.5	TUE.	
			3.00											5.4* 16*	5.2	TUE.	
			3.15											5.0* 15*	5.1	TUE.	
			3.30											5.1* 15*	4.9	TUE.	
			3.45											5.1* 15*	4.9	TUE.	
			4.00											5.5* 15*	5.3	TUE.	
			4.15											5.3	5.3	TUE.	
			4.30											5.5* 15*	5.7	TUE.	
			4.45											6.0* 16*	6.0	TUE.	
			5.00														
CBS CBS NEWS SP RPT(SUS)	1	2.29- 2.43PM	2.15							WED.							
CBS NEWSBREAK-3.44	1	>	3.30	4,810	5.5	4,810	5.5	20	5.5	M-F							
	2	3.41- 3.42PM	3.30														
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,200	4.8	4,200	4.8	17	4.8	MWF	4,200	4.8	4,200	4.8 17	4.8	MON.	
CBS AMERICAN TREASURY-SUS(SUS)	1	3.58- 3.59PM	3.45								3,320	3.8	3,320	3.8 13	3.8	MON.	
CBS AMERICAN TREASURY-SUS(SUS)	1	3.58- 3.59PM	3.45														
NBC NBC NEWS AT SUNRISE		6.00- 6.30AM	6.00	1,750	2.0	1,310	1.5	19	1.2	M-F	1,490	1.7	1,140	1.3 17	1.1	M-F	
CONT'D																	

-55

U.S. TV HOUSEHOLDS: 87,400,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D			6.15					1.8	M-F							1.4	M-F
NBC NBC NEWS AT SUNRISE-CONT'D			6.15	<<		<<		<<	M-F		<<		<<		<<	M-F	
NBC BEFORE HOURS		6.15- 6.30AM	6.15														
NBC CONGRESS.-HEARINGS-FR-1(S)	2	9.00-12.06PM	9.00								11,100	12.7	4,480	5.1	20	4.5	FRI.
			9.15											4.6*	22*	4.7	FRI.
			9.30													4.8	FRI.
			9.45											4.8*	20*	4.8	FRI.
			10.00													4.5	FRI.
			10.15											4.6*	19*	4.6	FRI.
			10.30													4.9	FRI.
			10.45											5.2*	21*	5.4	FRI.
			11.00													5.7	FRI.
			11.15											5.7*	21*	5.7	FRI.
			11.30													5.4	FRI.
			11.45											5.6*	20*	5.8	FRI.
			12.00											5.8*	20*	5.8	FRI.
NBC CONGRESS.-HEARINGS-TH-1(SUS)	2	9.00-12.02PM	9.00														THU.
NBC CONGRESS.-HEARINGS-TU-1(SUS)	2	9.00-12.07PM	9.00														TUE.
NBC CONGRESS.-HEARINGS-WE-1(SUS)	2	9.00-12.18PM	9.00														WED.
NBC WIMBLEDON-MEN'S SEMI-FNL(S)	1	11.00- 4.00PM	11.00	13,200	15.1	3,670	4.2	15	4.1	FRI.							
			11.15				3.7*	15*	3.3	FRI.							
			11.30														
			11.45														
			12.00														
			12.15														
			12.30														
			12.45														
			1.00														
			1.15														
			1.30														
			1.45														
			2.00														
			2.15														
			2.30														
			2.45														
			3.00														
			3.15														
			3.30														
			3.45														
NBC SUPER PASSWORD-FRI(B)	2	12.06-12.30PM	12.00														
			12.15														
NBC SUPER PASSWORD-THU(B)	2	12.02-12.30PM	12.00														
			12.15														
NBC SUPER PASSWORD-TUE(B)	2	12.07-12.30PM	12.00														
			12.15														
NBC SUPER PASSWORD-WED(B)	2	12.18-12.30PM	12.15														
NBC WORDPLAY-FRI(B)	2	12.30- 1.00PM	12.30														
			12.45														

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
DAY MONDAY-FRIDAY-CONT'D																			
NBC WORDPLAY-THU(B)	2	12.30- 1.00PM	12.30 12.45															2.2 2.4	THU. THU.
NBC WORDPLAY-TUE(B)	2	12.30- 1.00PM	12.30 12.45															2.4 2.3	TUE. TUE.
NBC WORDPLAY-WED(B)	2	12.30- 1.00PM	12.30 12.45															2.1 2.4	WED. WED.
NBC CONGRESS.-HEARINGS-FR-2(S)	2	2.00- 5.16PM	2.00 2.15 2.30 2.45 3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15															4.7 5.3 5.5 5.3 5.6 5.4 5.2 5.5 5.5 5.7 6.1 6.1 6.0	FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI.
NBC CONGRESS.-HEARINGS-TH-2(SUS)	2	2.00- 5.08PM	2.00															5.1	THU.
NBC CONGRESS.-HEARINGS-TU-2(SUS)	2	2.00- 5.11PM	2.00																
NBC CONGRESS.-HEARINGS-WE-2(SUS)	2	2.00- 5.14PM	2.00																TUE.
NBC WIMBLEDON-WOMENS SEMI-FNL(S)	1	2.00- 5.00PM	2.00 2.15 2.30 2.45 3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45	10,140	11.6	3,320	3.8	13	3.9	THU.									WED.
			2.15				3.6*	13*	3.3	THU.									
			2.30				3.5		3.5	THU.									
			2.45				3.6*	13*	3.7	THU.									
			3.00				3.8		3.8	THU.									
			3.15				3.6*	13*	3.4	THU.									
			3.30				3.6		3.6	THU.									
			3.45				3.6*	13*	4.4	THU.									
			4.00				4.4		4.2	THU.									
			4.15				4.5*	16*	4.7	THU.									
			4.30				4.1*	14*	4.0	THU.									
			4.45				4.1*	14*	3.7	FRI.									
NBC NBC NEWS DIGEST-DAYTIME	>		2.45 3.00	3,150	3.6	3,150	3.6	13	3.6	MON.									
DAY SATURDAY																			
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,670	4.2	3,500	4.0	24	4.0										
NBC ONE TO GROW ON-10:28AM	2	10.28-10.30AM	10.15																
NBC ONE TO GROW ON-11:58AM	2	11.58-12.00NN	11.45																
NBC NBC MAJOR LEAGUE BASEBALL	2	1.45- 5.06PM	*GRID 5.00																
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.19PM	*GRID 2.15	5,160	5.9	4,810	5.5	20	5.9										

A-59 U.S. TV HOUSEHOLDS: 87,400,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

## NielSEN NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SUNDAY																	
CBS CANADIAN OPEN GOLF-SUN.(S)	1	2.00- 4.02PM	-GRID 4.00	6,640	7.6	3,410	3.9	12	4.3								
CBS CBS SPORTS SUNDAY	2	4.00- 6.01PM	-GRID 6.00								9,260	10.6	3,320	3.8	11	6.3	
NBC ANHEUSER BUSCH GOLF-SUN.(S)	2	2.30- 4.34PM	-GRID 4.30								5,940	6.8	2,270	2.6	8	2.6	